

# THE LONGHORN



**Blackbrook wins  
online show**

**On farm with  
the Witley herd**

**Fishwick Superstar takes  
GYS championship**

**Full clearance at  
Worcester Society Sale**

**Longhorn proves ideal choice for  
Natural England**

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Longhorns

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# Welcome from the Secretary

Welcome to the first edition of The Longhorn, our new look magazine which is replacing the Journal and the Newsletter.

The Longhorn will come out twice a year and the second edition is planned for October and will include all the Society news, show, sale and event reports as well as industry news that you would expect from the Newsletter, and features about member's herds, commercial and pedigree Longhorn breeder profiles and technical features that you have enjoyed in the Journal.

Members will continue to receive the weekly online email with all the current Society matters that you need to be aware of, and of course I can be contacted using the details to the right.

We are excited that there will be a full show season this year as things start to get back to normal after COVID-19. I'm sure I'll see many of you at shows over the summer and we look forward to celebrating members' successes in the October edition of The Longhorn.

The Society sale season will kick off with the online timed sale with H&H and then the Society's Spring Show and Sale at Worcester is on 21 May. Full reports of both these events will be in the next issue.

If you have anything you think may be worth including in the next edition of The Longhorn, such as possible leads for features or your own news stories then please do get in touch.

Best wishes

*Debbie Dann*

- Society secretary

## The Longhorn Cattle Society

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Taking championship honours at last year's Great Yorkshire Show were the Close family with Fishwick Superstar.



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## Newcomer's Award

Fling the flag for the Longhorn breed is Jane Mycock, the recipient of the Newcomer's Award.



# A note from the Chairman

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It gives me great pleasure to be writing the chairman's introduction for the first ever edition of our new Society magazine, The Longhorn.

Since being elected as a trustee and over the last couple of years as Chairman of the Society, I've been keen to improve our breed promotion work with the initial priority being to significantly improve our collection of images. The Longhorn is such an eye-catching, photogenic breed we need to make the most of it!

More recently we have moved our attentions to improve all aspects of breed promotion through the three main mediums of traditional print, web and social media. This magazine is one of the first steps. We have also re-launched our Facebook page which will feature improved content and a revamped website is currently in design phase. The trustees recognise the importance in the look and feel of the Society and ensuring that the quality of the Longhorn brand keeps pace with the quality of the Longhorn cattle.

The effective promotion of the breed is key to attracting new members who will become the next generation of Longhorn breeders. We have been making good progress with some 60 new members signing up to the Society over the last two years. Part of the strategy to further promote the breed is to showcase members who are building and running successful businesses or organisations focussed around Longhorns. Our members continue to prove that Longhorns are extremely versatile and fit into many different systems meeting many management needs.

The many favourable attributes of the Longhorn breed are now becoming well recognised in the industry. There has been significant growth in the use of Longhorn bulls and semen in the dairy industry with Longhorn sired calves commanding a premium through schemes such as the Heritage Beef scheme run by Buitelaar. The feedback from dairy farmers, calf rearers and finishers has been extremely positive about Longhorn cross cattle. The industry is taking notice of the breed, in the last three years Longhorn and Longhorn cross birth notifications with BCMS have increased by a massive 60% making the Longhorns the fastest growing native breed in Britain - quite an accolade!

The ability for the Longhorn to fit into commercial systems is an area the trustees are keen to demonstrate. Whether it's through the use of Longhorn bulls in the dairy industry, or Longhorn cows and bulls being used in commercial beef enterprises either as pure and hybrid suckler cows or as terminal sires, the versatility of the breed means Longhorn attributes can fit many requirements. We will be working on a number of case studies so that we can more clearly demonstrate these successful uses of Longhorns in commercial enterprises.

The breed and Society have made great progress with initiatives such as Type Classification, the increased health assurances for purchasers at Society sales and online sales and shows are all helping to raise the profile and reputation of the breed. This has also been demonstrated by the interbreed championships achieved by the breed at shows around the country in recent years. There is a real sense of positivity around the breed and with registrations showing modest increases and good numbers of new members joining, we are in a great position to grow the breed and bring increased opportunity to our members.

The Society has had to react to many challenges that COVID-19 regulations presented and many members have suffered the disappointments of cancelled events over the past two years, but 2022 promises to be a great year for the breed with hopefully a return to a full calendar of events. It will be great to see Longhorns and our members back out in force at the shows and hopefully picking up a few more interbreed championships along the way.

Uncertainty and change within any industry can bring not only risk but also huge opportunity. I strongly believe that the Longhorn is in a fantastic position to take on the future challenges in agriculture. With rising cost of inputs and environmental and sustainability incentives being driven by new Government schemes, the Longhorn's ability to thrive off grass-based systems will be a huge factor influencing breed choice in the future.

This is my final year as Chairman of the Society. Following six years as a trustee I will be retiring by rotation from council at the 2022 AGM. I've thoroughly enjoyed my time as a trustee and it's been a huge honour to be Chairman of such an iconic breed and great Society.

*Tom Mills*  
- Society chairman

## NOMINATIONS NOW BEING TAKEN FOR THE 2022 AMBASSADOR'S AWARD

The Ambassador's Award was launched in 2020 to recognise and reward a member promoting the Longhorn breed. This promotion may come in the form of exhibiting in show classes not confined to Longhorn cattle, by supplying cattle to exhibitions or events which advertise the breed, or those working hard in the promotion of Longhorn beef.

Achievements of these breed ambassadors, whose story may not be being heard when so much publicity is concentrated around Longhorn-specific showing results, is just as important and the Society is incredibly grateful for the hard work shown by these members.

This award isn't for the member who has won many rosettes and trophies, it's for a member who has promoted the breed in their own way - an unsung hero if you will. Council is open to all suggestions, so feel free to get creative with your nominations.

Members should contact the Secretary to nominate a member, or the member can nominate themselves. A few words and photos and hopefully website and social media links describing what this member has done recently to deserve being called a Longhorn Ambassador should be sent to the office by 15 September 2022.



◀ Ambassadors Award winners Jess Marshall and Stephen Horrocks alongside Society Nicky Lockett.

All nominations will then go to the Council meeting in September 2022 and a shortlist of three will be selected. The three finalists and overall winner will be announced at the AGM in October 2022.

Nominees who are unsuccessful can be nominated again in future years and the Trustees will also consider unsuccessful nominees from previous years.

The Society would like to thank Bernard Llewellyn MBE of the Carreg herd for providing a trophy for this award and Council are looking forward to seeing all the nominations that come in. The nomination form is on the website under 'forms', or members can contact the office direct for a form.

## OBITUARY – MIKE WINTERTON

The Society was saddened to hear that Mike Winterton passed away on 21st January 2022. The funeral was held on 28th February at Queniborough Church where his family, many friends and colleagues gathered for a celebration of his life. Mike kindly hosted the AGM visit in 2021 and members will recall a great day viewing his herd.

### WELCOME TO NEW MEMBERS

*The Longhorn Cattle Society would like to welcome the following new members to the Society:*

- ◀ Mr F Fitzherbert-Brockholes, Cheshire
- ◀ Ms C Cooper, West Sussex
- ◀ Master C Smith, Staffordshire
- ◀ Mr N Johnson, Leicestershire
- ◀ Queenwood Farm Partnership, Hampshire
- ◀ Mr W Burgess, Cheshire

## EXHIBITOR GRANT REINSTATED FOR 2022

The Exhibitor Support Grant has been reinstated for 2022. This means a payment of £10 per entry per day (cow and calf is one entry) up to a maximum of four entries per exhibitor will be available for any show with Longhorn classes using a judge from the Longhorn judges' panel.

Any member who is in either their first or second year of showing (the years do not have to be consecutive) is eligible. Please contact the office for more information, the claim form is under 'forms' on the Society website.

## COUNCIL NOMINATIONS

Council is made up of a diverse range of members working alongside the Chairman to ensure all aspects of running the Society are covered. It is the opportunity for members to get more involved in the management of the Society and to ensure the Longhorn breed has a secure future. Nomination forms will be available over the summer so please consider standing.



## HARFORD HERD DISPERSAL

Mrs Pat Quinn wishes to give advance notice that she will be selling her Harford pedigree Longhorn herd at the end of July this year. At the age of 95 she no longer wishes to be responsible for the wellbeing of the cattle she has had in her care since 1976. However, she will still farm at Lower Harford and is in

the process of negotiating contract farming with her neighbour. Clive Roads of McCartneys, Worcester, has reserved a sale date of Saturday July 30th 2022.

The cattle, along with the noted Harford flock of Cotswold sheep, will be removed to Worcester Market for convenience. More details of one of the oldest and successful herds (No.85) today will be available on the website and social media.



◀ The Harford dispersal is scheduled for 30th July at Worcester Livestock Market.

## WINTER FAIR SUCCESS

Thea Woollatt and the Saxby family exhibited Longhorns at the English Winter Fair at Stafford in November last year and there were enough entries to have breed classes.

In first and third were steers from the Saxbys with Thea's heifer standing second. In the sale the Saxby's steers, both 21 months old and weighing 665kg and 635kg respectively, made 270ppkg and 276ppkg.

The Saxby's also took steers to Holmfirth Christmas Show and Sale and had a first and a third in the native class, with both animals selling to Albion Farm Shop for 318ppkg and 278ppkg.



◀ Some of the Longhorn entries at last year's English Winter Fair.



### NEW SOCIETY FACEBOOK PAGE

*Those members who use Facebook may have already noticed that the old Facebook page for the Society has been removed and a new one created. Sadly there were many technical glitches with the old page, so a brand new one has been created in its place. So, if you haven't already found it search for Longhorn Cattle Society and give it a like, follow and maybe even a share.*



# ALL YOU NEED TO KNOW AS A NEW MEMBER

If you are a new member to the Longhorn Cattle Society, then welcome! The following notes may be of help to you. If you've been a member for a while, then they might be a bit of a refresher for you.

*The Society has a full-time breed secretary. If you can't find the answer to your question on the website, ring or email Debbie Dann (see contact details on page 1).*

## REGISTRATIONS

The main function of the Society is to maintain an accurate Herdbook of pedigree registered Longhorn cattle. This can only be done using the information supplied by members, so providing timely, accurate information is vital. Any mistakes, such as realising that a heifer calf is actually a bull calf (it happens), or clicking on the wrong dam at the time of registration is easily corrected by dropping Debbie an email so don't panic if you make a mistake.

## REGISTERING YOUR CALVES

Registrations and birth notifications are sent to the Society via the online herdbook on the Society website or via the Grassroots app.

Registration fees and registration rules are listed on the Society website. Fees are scaled according to age so the longer you leave it the more expensive they get. Members should note that once females get to 12 months old and they haven't got both the sire and dam declared on their passport, or they are not already birth notified, they must be parent verified via DNA testing before they can be registered.

Bulls must be birth notified and parent verified before they can be fully registered. The registration form with all the information you need to register a bull is in the 'forms' section of the website. It's also good practice to birth notify your steer calves as it's free of charge and it keeps the dam's calving records up to date with the Society.

## NAMING YOUR CALVES

When you joined the Society you would have selected a prefix, then for each calf you have the fun of choosing an individual name. The Society introduced a naming system in 2000, so in 2022 the year letter is 'W'. The Society naming system is not compulsory so if you prefer to go with family names or themes that's fine.

The Society allows disbudded calves to be entered at shows so you may disbud all your calves and still be able to enter them into shows, or sell them to other members who wish to show. Of course, if you wish to keep the horns on your Longhorns you can, but we do suggest that your steer calves and any heifers that won't be used for breeding are disbudded as many abattoirs cannot take horned cattle, so your end-of-life choices for your cattle may be compromised.

## SHOWS, SALES AND EVENTS

The Society organises official auction sales, both physical and online, to enable members to sell their cattle. Entry forms for these are published on the website and via the online newsletter well in advance. The Society will also let members know of auction venues holding collective native breed sales.

There's an extensive calendar of local and county shows that hold Longhorn classes and a National Show is held every year at a different location. Members entering shows holding Longhorn classes and using a Longhorn Cattle Society panel judge are then eligible for the Bull, Cow and Heifer of the Year awards. Points are automatically calculated by the Society so you don't need to do anything, but you might be surprisingly successful.

As well as the regional groups organising herd visits and social events, the Society holds a summer herd visit every couple of years. Alongside the AGM weekend in October, these events are a great way to meet members, see other Longhorn cattle and maybe pick up some useful tips.

## OTHER AWARDS

The Society loves to recognise the efforts of its members and their cattle so along with the Bull, Cow and Heifer of the Year Awards mentioned above, there is also an award for members showing their cattle for the first time in their own right, as well as an award for the Society's unsung heroes. Members will see profiles of previous winners in this magazine and details of how to enter will be available via the website and member's email newsletter.

## COMMUNICATION

The Society sends out regular email newsletters to keep members up to date with Society news and events, rules and regulations and other topics that might be of interest. The website is updated regularly throughout the week, so keep an eye on that for fresh news items relating to the breed.

This magazine is the first issue of a new, twice yearly print publication for all members and anyone interested in Longhorn cattle. We also use social media platforms such as Facebook, Twitter and Instagram to promote the breed. Longhorn cattle are of course incredibly photogenic, so please consider using social media to promote your cattle, and that in turn helps get the breed noticed.

# ENTRIES WELCOME FOR THE SOCIETY PHOTO COMPETITION

Every couple of years the Society organises a photo competition for members. In 2020 the competition went online, with all the photos being posted on Facebook and the number of likes determining the category winners. This was a huge success, so it will be the format for this year as well.

*Entries close on 25th September, so members can capitalise on the long summer days and pretty evenings to capture some fabulous shots. Entries will be uploaded to the Society's Facebook page in their category groups soon after the deadline for judging.*

## The categories are below and may be split if there are sufficient entries.

1. Posed animal (cow and calf count as one unit) - haltered or free.
2. Small herd (10 animals or under) in a landscape.
3. Large herd (more than 10 animals) in a landscape.
4. Longhorns at shows.
5. Humorous: members and/or cattle.
6. Longhorns in commercial setting e.g., pedigree bull with commercial cows, suckler cows, stores/primestock.

## Rules

1. Closing date for entries is Sunday 25th September 2022.
2. No entry fee.
3. All photographs must be taken by members of the Longhorn Cattle Society.
4. No photographs from professional photographers allowed.
5. No photographs that have been entered into any previous competition allowed.
6. It is a condition of entry that photographs entered may be used by the Society for any purpose without fee.
7. Entries must be sent to the secretary by the closing date giving full details of which classes are being entered.

## How to enter

Entries can be sent to the secretary by memory stick, email, FTP (such as Dropbox or WeTransfer) or WhatsApp. In each case each photograph must be identified with the members' name and the class being entered.

Those members sending photographs by email should check with the secretary that they have been received if an acknowledgement hasn't been sent as sometimes big files don't make it through the spam filter.

It's also worth noting that images should be supplied in a jpg format with suitable resolution in case the Society uses them for further marketing purposes.



## PRIZE

This year the photographer of the overall winning picture with the most overall likes will win - a complementary half day on-farm photoshoot from our official Society photographer, Chrissie Long of Country Girl Media. Many of you will be familiar with Chrissie's work at shows and sales, but many of her on farm images are used throughout this magazine, so it will be a great opportunity for a member to receive a photo shoot of their herd. More details regarding the prize will be announced in early summer via the Society's website.

country girl  
MEDIA

*"Our 2021 NBDC linear assessment results increased the numbers of EX animals in the herd to 21 - come and visit!"*

# GENTONS LONGHORNS




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Lesser Farm, Milcombe, Banbury, OX154RT

*Part of the SAC High Health Scheme*



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# THANK YOU TO OUR TRUSTEES

The following two trustee members will be stepping down from Council later this summer and the Society would like to thank them for their service to the breed and work carried out while they served their term.

## SABINE ZENTIS

Little did I know that we were about to make some major changes to our lives when, in the summer of 1989, Joe, my vet husband and I decided to go off for a break. It was the first time we went on "holiday" since taking over the farm and while enjoying a couple of days in the Cotswolds we spotted some big signs on the roadside: "Royal Show".

After walking up and down the cattle lines, some unknown beasts with huge horns and a variety of colours caught our eyes.

Plenty of photos were taken and after we returned home hours were spent gathering information. Not an easy task as there were no Longhorns on the Continent, but we soon made the decision - we wanted Longhorns.

The first cattle arrived in December 1989 in the form of two heifers and a young bull which had been bought from the Frankfurt Show. Over the next years we managed to acquire four more pedigree females that obviously had been brought to Germany via a commercial market. Semen from Grove House Baron and some embryos were also purchased.

Having access to only a small and rather unselected genetic pool was quite a challenge, so virtually there was no selection of breeding stock. Every cow looking good enough had to rear a calf and choosing bulls caused us some headache.

Due to the increasing size of the herd and the import ban on semen we used at least four different bulls running with several groups of females. The herd grew gradually and eventually we were able to improve the quality of breeding stock.

We are now keeping an average of 45 breeding cows, four bulls plus followers which results in a herd size of about 130 head. We work on a grass-based system with 70ha of permanent pasture and



◀ Sabine Zentis - Germany

last year we trialled growing 10ha of Alfalfa. With feed prices surging it was a good decision.

We are selling breeding animals all over Europe and the beef is marketed through a local young butcher who runs his own shop and is a true food hero. The potential for the breed to produce a distinctive flavoured and textured meat when properly managed and fed sets it apart from other breeds.

I was always fascinated by the history of the breed and how dedicated breeders have tried to create the 'perfect' animal. I believe pedigree breeding and documentation of performance is vitally important as it will give even more insight into the development of the breed and can support breeding decisions to make the breed fit for the future.

I have very much enjoyed my time on Council and while I have not always agreed with some proposals I hope my contributions have helped to safeguard the future of an amazing breed.

## MARK WHEELER

As a full-time construction manager who is rarely at home during the day, my choice of pedigree beef cattle had to be one that is easily managed. The quiet temperament, ease of calving and overall low maintenance characteristics of the Longhorn breed all help to make them a joy to keep.

We purchased our first two in-calf cows, Carreg Divine and Carreg Ginko when we went to Worcester Livestock Market to look at Blonde cattle. My wife Bev fell for the Longhorns telling me "I want these and no more Blondes", so from there the seed was fully sown.

We built the herd up by buying more in-calf heifers from Bernard Llewellyn and a few other breeders who we now consider as great friends and have helped us greatly. A stock bull arrived from John and Joshua Brigg and the herd was complete.

August 2014 saw us devastated by TB and we lost nine out of our 10 cows, as well as two bulls and some youngstock. Fingers crossed we have remained clean since then. While the temptation was to not re-stock, the draw for the breed was too strong and we set about rebuilding our small herd.

While doing this we were persuaded to show at Monmouth Show by the "Welsh wizard" Bernard and the show bug certainly bit us hard. In 2017 we won the Heifer of the Year title with Carreg Quicksilver.



◀ Mark Wheeler - Gloucestershire

I joined Council to be able to represent small scale breeders and hobby breeders who don't have the resources and finances to promote their herds but feel their thoughts and views matter.

The promotion of the breed is important to all members and while it's not always easy at times to please everyone, I have enjoyed the variety of the trustee position and the contacts made within the breed.

There is nothing I like more than coming home after a day of contractors, phones, dirt and noise to stand in a yard or field and have your friends come up to you for a scratch or a rub to say hello.

## TRUSTEES

The following trustees represent members:

**Tom Mills, chairman:** [millso25@hotmail.com](mailto:millso25@hotmail.com) | 07968 819134

**Peter Close:** [peterclose@hotmail.com](mailto:peterclose@hotmail.com) | 07779 937217

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**Sabine Zentis:** [castleviewlonghorns@gmail.com](mailto:castleviewlonghorns@gmail.com) | 0049 172 3985221

*Please contact any one of them if you have any queries regarding Society or Council matters.*

# OFFICIAL SOCIETY SALE HEALTH RULES

The Society encourages its members to determine the health status of their cattle when offering cattle for sale, be it via private sales or public auction.

For official Society auction sales, all cattle forward must be TB tested, irrespective of their TB testing interval and the following health rules apply:

- Vendors do not have to be in a health scheme. Individual testing of animals is perfectly acceptable, and can easily be done when the cattle are being TB tested.
- Vendors not accredited via a health scheme wishing to blood test should do so not more than 60 days prior to the sale.
- Vendors who are active members of a CHeCS approved health scheme and holding current health scheme accreditation are exempted from blood testing for the specified diseases. Members must apply to their Health Scheme provider for an animal health declaration card prior to the sale.

*The following specific requirements for Society sales are:*

## Compulsory

### BVD:

#### **CHeCS health scheme members:**

- Accredited and vaccinated (all cattle except calves at foot).

#### **Vendors privately testing:**

- Negative blood test or 'Tag & Test' for Antigen and then vaccinated prior to sale. Calves at foot should either have a negative blood test for Antigen or been tag and tested negative for Antigen. There is no requirement to vaccinate calves at foot.

### Johnes:

#### **CHeCS health scheme members:**

- There are no further requirements for vendors in risk level R1 or R2. Those that are in risk level R3, R4 or R5 require a negative blood test (all cattle except calves at foot).

#### **Vendors privately testing:**

- These vendors require a negative blood test (all cattle except calves at foot) or faecal test if blood test timing is not compatible with TB test timing. Johne's test sensitivities are poor and, therefore, membership of a health scheme is preferred but not mandated.

### TB

In all cases vendors must test all animals more than 42 days old on the day of the sale for TB, irrespective of home testing interval.

## Recommended

### IBR:

#### **CHeCS health scheme members**

- Accredited.

#### **Vendors privately testing:**

- Negative blood test.

### Leptospirosis:

#### **CHeCS health scheme members**

- Accredited.

#### **Vendors privately testing:**

- Negative blood test.

### Neospora

- Testing recommended for all females.







Follow on:



Michael and Yvonne Smith

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Jamie Beau Brewer: 07792 026695

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[www.suttonbeaulonghorns.com](http://www.suttonbeaulonghorns.com)



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James Amphlett

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ONLINE BIDDING FACILITIES AVAILABLE



# WHAT IS BVD?

BVD (Bovine Viral Diarrhoea) is a complicated virus with a misleading name: diarrhoea is not commonly seen in infected cows, and is certainly not the reason that this disease costs the UK cattle industry an estimated £50 - 75m per year.

## Have you experienced any of the following symptoms on your farm?

- Unexplained ill-thrift
- Reduced fertility and abortions
- Subfertility in bulls
- Scour and pneumonia in calves

And if not, are you prepared to risk them?

BVD suppresses the immune system of infected animals, and as a result a whole host of diseases can become much more prevalent on your farm.

Whether you breed or buy youngstock, you cannot afford to ignore it.



**Know your status... protect your herd.**

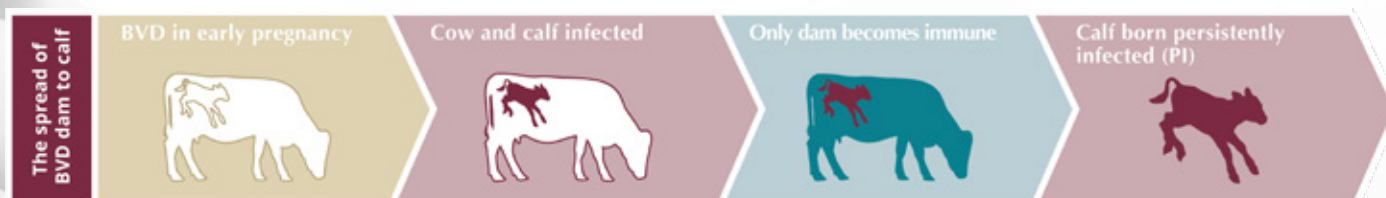
For more information, visit [www.bvdfree.co.uk](http://www.bvdfree.co.uk) or ask your vet

## How does BVD spread?

BVD is spread by nose to nose contact with carriers, from infected dams to their unborn calves, and through the semen of infected bulls. Vaccinating can help control disease, but will not eradicate the disease in already infected stock – you might be vaccinating and still have BVD on your farm.

BVD vaccination helps to protect animals through the production of antibodies but has no effect on a BVD Persistently Infected (BVD PI) animal. Virus can still be shed from BVD PI animals and protection of other animals via vaccination is not 100%.

## The birth of a BVD Persistently Infected (BVD PI) animal



**If the cow is infected during the first four months of pregnancy you can expect:**

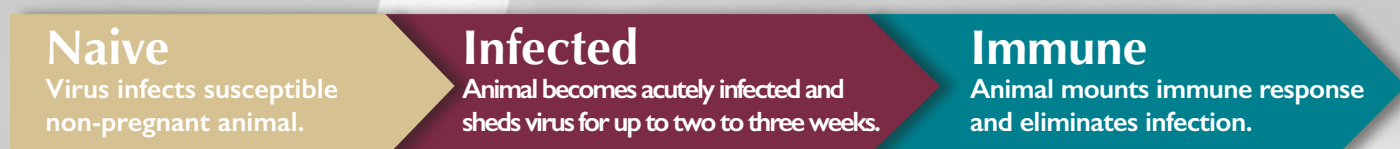
- Embryonic death
- Early abortion
- Cow's immunity develops
- 'PI' Calves – BVD infection in the early-pregnant cow may result in the birth of a persistently infected (PI) calf. These calves frequently fail to thrive and die young, sometimes of 'mucosal disease'.

It is difficult to identify PIs without laboratory testing. PI calves continually shed huge amounts of virus. This leads to more disease in their cohort, and keeps infection circulating on farm.

**Do not forget** that a PI which survives until breeding age will **always** give birth to a PI calf.

## Understanding the spread of BVD animal to animal

Transiently infected animals – cows, bulls and calves can all shed BVD virus and are a source of infection.



## So what can I do about BVD on my farm?

### Step 1 – Planning

**What am I investigating? How big is my problem? What is it I'm seeking to achieve?**

Do you know if BVD is a problem for you on farm? Set a goal with your vet as part of your herd health plan to understand what your herd status is, decide what you'd like it to be and plan how you're going to get there.

### Step 2 – Investigating

**What is my herd status and how do I identify individually infected animals?**

Knowing your herd's status will give you the information needed to select the most appropriate control method to use on your farm. Bulk milk samples and/or youngstock bleeds help show whether BVD is a concern for your farm and whether you need to do more tests to fully understand where the problems lie.

### Step 3 – Controlling

**What do I need to do to control BVD in my herd?**

When you know whether you have BVD, or any PI animals on farm, you can take steps to remove PIs, set up a vaccination strategy and ensure you have biosecurity controls in place.

### Step 4 – Monitoring

**How do I know if my control programme is working?**

To make sure your control programme is working, regularly check the status of your herd. Talk to your vet today to discuss BVD control on your farm.



# LONGHORN TRADE SEES TOP PRICE OF 5400GNS AT WORCESTER

Longhorn cattle met a solid trade at Worcester on Saturday 15th May 2021, topping the day at 5400gns for the female and reserve overall champion, Treverton Truffle.



This two-year-old heifer from Rachael Heard, Welford, Northants, is by Tanfield Pilot EX93 and out of Treverton Quest VG87. She caught the eye of Jane Grant, Easingwold, Yorkshire, who bought numerous lots on the day.

Leading bull trade at 4000gns was the March 2019-born Gupworthy Thruxton from G and J Woollatt, St Arvans, Chepstow. He was tapped out as male and overall champion under George Young, Lincolnshire, before being knocked down to previous buyer Jane Grant.

Joining the last two on the road home to Yorkshire was the reserve female champion, Carreg Sweetpea from BM Llewellyn MBE, Trapp, Llandeilo. This June 2018-born daughter of Fishwick Macavity is out of a homebred daughter of Underknoll Focus and was knocked down at 3000gns.

Continuing strong trade for heifers was the March 2020-born Gentons U2 from B Facon, Banbury, Oxfordshire. By the 2018 Bull of the Year, Riverlands Ratty and out of Blackbrook Ysolde VG87, she sold to Yvonne Ferguson, Steyning, West Sussex, for her Maudlin herd for 2800gns.

## Averages

*2 led in-calf heifers* **£2362.50**

*8 senior heifers* **£2375.62**

*4 junior heifers* **£2100**

*3 senior bulls* **£3010**

*1 junior bull* **£2635**

*2 unled cows and calves* **£1407**

## Witley draft

*11 cows and calves/in-calf females* **£1338.27**

*6 served heifers* **£1055.25**  
**(McCartneys)**



Judge George Young and Society president Nicky Lockett presenting overall championship honours to Thea Woolatt.



Recouping some of her investment, Mrs Ferguson then sold the January 2017-born bull Gorse Yukon for 2600gns. Bred by the Brigg family, this former herd sire is by Gentons 007 James Bond and out of the 12,000gns record breaking Gorse Rosa. This one also joined the lorry load home with Jane Grant to Yorkshire.

Next up selling for 2500gns was Gentons Uber, an ET-bred February 2020-born bull by the 2019 Bull of the Year, Blackbrook Rochester out of Fishwick Jamaica EX92. This one also secured the reserve male championship in the pre-sale show before catching the eye of new owners, PC and PD Harley, Llandrindod Wells, Powys.

At the same money was Carreg Tangerine, a two-year-old heifer from BM Llewellyn. By Fishwick Lord of the Rings, she's out of the former Cheshire Show breed champion, Carreg Idesia VG86. This one sold to Gipsy Hall Farms, Stratford Upon Avon, Warwickshire.

Leading the draft of females on behalf of AG and RM Goodman, Great Witley, Worcester, was a call of 1580gns for the June 2016-born Witley Quirita, a Blackbrook Ulric daughter sold with a registered heifer calf at foot by Wellhead Owain. Securing this outfit was A and P Hill, Bucknell, Shropshire.



Leading the Longhorn Society sale at 5400gns at Worcester was the two-year-old heifer, Treverton Truffle from Rachael Heard.



Top priced bull at the Worcester Longhorn sale was Gupworthy Thruxton from G and J Woollatt, which sold for 4000gns.





Championship line up with the overall champion and reserve pictured alongside judge George Young and Society President Nicky Luckett.





# H&H TIMED ON-LINE SALE TOPS AT £3200

Harrison and Hetherington's timed online auction of pedigree Longhorn cattle in April proved a success for breeders, as the breed saw a top price of £3200 for bulls and £2000 for females.

Leading the sale at £3200 was Mr and Mrs G and J Woollatt, Chepstow, Gwent, with their February 2018-born bull Gupworthy Spinach. By the 2016 Royal Welsh Show champion Gupworthy Onzlo and out of the Wellhead Endeavour daughter Durham Nigella, this one found a new home with R J Sheppy and Son, Taunton, Somerset.

Next up at £3000 was the best of the junior bulls on offer from Mr and Mrs J W Stanley, Coalville, Leicestershire, in the form of Blackbrook Eclipse. This February 2020-born Blackbrook Baroque son is out of the Blackbrook Trapper daughter, Blackbrook Young Diamond and sold to Tori Stanley, Derby, Derbyshire.

At £2900 was the oldest bull in the catalogue the April 2015-born, Fishwick Phoenix, offered by M



Leading the Harrison and Hetherington timed auction sale at £3200 was Gupworthy Spinach from the Woollatt family.

and S Horne and bred by P Close. By Fishwick Macavity and out of a Linton David daughter, this one was the pick of the Goodman Bros, Worcester, Worcestershire.

Of the females on offer the top price at £2000 was Newton Cheeky Moo Coo from D Walker, York, North Yorkshire. This February 2018-born Stoke Juniper daughter sold with a pedigree steer calf at foot to Amanda Dixon, Maryport, Cumbria.

Two females then sold for £1900 each and both headed to Turriff, Aberdeenshire, with multi buyer Zoe McDonald. The first at this money was the February 2015-born Rookesbridge Coyote from Maudlin Mill Farm, Steyning, West Sussex. This Slough Martin daughter sold with a bull calf at foot by Gorse Yukon.

Joining this outfit at the same money was another from the Newton herd, in the form of Newton Crème De La Crème, a Newton Storm daughter with a heifer calf by Riverlands Quiz.

## Averages

7 bulls £2414

18 females £1512

(Harrison and Hetherington)

# GALE FARM LEADS CARLISLE SALE

Leading trade at Borderway Mart, Carlisle, at the Annual Rare and Minority Breeds Sale in September was a Longhorn cow and calf selling for £1900.

The January 2018-born Gale Farm Skye came from Stephen Horrocks, Lancaster and was sold with her January-born bull calf Gale Farm Vermentry, to Messrs Laird, Kirkcaldy, Fife.

Messrs Laird also bought the next best price Longhorn at £1380. This was Benchill Qatar, a 2016-born cow with her heifer calf at foot, Benchil Vy, consigned by Mrs Charlotte Willis.



Brother and sister Josh and Jess Marshall with their cow and calf at Borderway Mart.

# Wheatlands Longhorns

T Mills

Bubnell Cliff Farm, Wheatlands Lane, Baslow, Derbyshire

07968819134



## Wheatlands Ultimate

Sire: Blackbrook Axiom EX95    Dam: Wheatlands Queen VG87

To be offered for sale at the Longhorn Cattle Society Spring  
Show & Sale, Worcester, May 21<sup>st</sup> 2022

# UNDERSTANDING TYPE CLASSIFICATION

Some members are already using Type Classification as an integral management tool for their breeding decisions, but for those members who are perhaps new to the merits of it, or are thinking about classifying their herd for the first time, here's a run-down of what it involves.

Type Classification is a clear, understandable method for numerically scoring cattle using an independent system, run by trained assessors from the National Bovine Data Centre (NBDC).

Classification scoring allows a breeder to gain a better understanding of individual strengths and weaknesses in a herd with the option then of positively encouraging or discouraging characteristics through selective breeding. This in turn allows breeders to not only improve the quality of cattle in a herd, but also the national Longhorn herd.

Cattle are assessed on 14 different linear traits (describing the degree of a trait rather than an opinion) which comprise of four categories known as composite traits. These traits result in a final score from poor to excellent. Once an animal has been classified their score cannot be downgraded and can only remain or improve on future visits.

## Procedure for Classification:

Members must notify the Society of their wish to classify. At this point, information on the herd will be passed to the NBDC in order to allow them to produce the type classification report at the end of their visit.

Bulls should be a minimum of 18 months old before being classified and females should be in milk.

All first calved heifers are put forward for classification with older animals being presented at the discretion of the owner, however the Society recommends that all eligible females are presented in the first instance. The age of an animal will be taken in to consideration by the classifier.

Animals can be re-presented on later visits, but scores can only go up, they cannot go down.

The final score of an animal appears on their pedigree with composite and linear scores available online.

Final scores points ranges	
<b>Excellent (EX)</b>	100-90
<b>Very Good (VG)</b>	89-85
<b>Good Plus (GP)</b>	84-80
<b>Good (G)</b>	79-75
<b>Fair (F)</b>	74-70
<b>Poor (P)</b>	<70

**Maximum final scores across age ranges** - animals can make the following maximum scores in age ranges, bearing in mind they can be re-presented on following inspections and scores cannot downgrade.

<i>Females</i>		<i>Males</i>	
Heifers	89	18-24 months	89
2nd calvers	89	24+ months	97
3rd calvers	93		
4th calvers	95		
5th calvers	97		

## Case study – Little Oakley Longhorns

Ewan Mackintosh of Little Oakley Longhorns made the decision to classify his own herd having worked within the dairy industry as a nutritionist where he saw classification as common practice among his client's herds.

During the early years of herd establishment, Ewan retained the majority of his homebred females in order to grow numbers. "In more recent times we have culled harder and sold some heifers because we were able to be more selective. So I saw the chance to classify as an opportunity to help confirm whether our breeding and culling policies had been successful," explains Ewan.

"A call was made to Society secretary and an NBDC classifier met me on farm in Northamptonshire. Once on site I realised the process could potentially become difficult as my cows are not used to a high level of human contact, but the classifier was so relaxed and calm that within a few minutes we were able to get down to business," he adds.

The process of that first scoring visit was finalised within an hour, ably assisted by the small handheld machine the classifier uses to record scores.

"I would strongly recommend breeders take advantage of the availability of the classifying service. The process focusses your eye on your herd and allows clear and concise breeding decisions to be made," concludes Ewan.



The Society regularly updates a full list of cattle that have been classified. To keep up to date go to the Society's website and head for "Knowledge Base" then "Type Classification".





# HIGH QUALITY BEEF AND EASE OF MANAGEMENT IS KEY FOR THE WITLEY HERD

For the Goodman family of Great Witley, Worcester quality and quantity go hand in hand. The family are well known for their long-established poultry business Goodman's Geese, rearing 4500 free range geese alongside 5000 free range Bronze turkeys for the Christmas market.

These top end quality birds supply 50 butchers across the UK, as well as being sold to discerning local customers. Such is the standard of the family's birds that business has been recognised nationally on television by Jamie Oliver, Rick Stein, The Two Fat Ladies and Delia Smith.

Farming a total of 500 acres, Andrew Goodman, his brother Michael and their parents Geoff and Judy, along with Andrew's wife Ruth and sons James and Henry, as well as Michael's wife Kathy, felt a herd of easily managed, milky cows, capable of producing high quality beef, would run the undulating Worcestershire hills of Walsgrove Farm with ease.

It was obvious to Andrew that the Longhorn was the breed to do just this. "In 2004 we were milking 180 dairy cows and wanted a change of direction into beef. It was at this point we bought our first Longhorn and haven't looked back," says Andrew.

In 2006 the family ceased milking and Longhorn numbers began to increase with the purchase of 12 heifers from the long-established Stoke herd. "We chose the Stoke herd for our foundation females as the longevity of the bloodlines was something we wanted to base our herd on. In fact, we still have cows within our herd from these original Stoke bloodlines today," highlights Andrew.

Over the next four years the herd gradually increased to 50 pedigree cows and when asked what he looks for in the cows he purchased Andrew has solid reasoning. "We buy cows that we like. A good all-rounder with a straight topline, good width, correct in her legs and feet with an udder that is in good shape. We also prefer a dark Longhorn, just for uniformity in the herd."

"Once we started with Longhorns we never looked back. Their lovely temperament makes them a joy to work with and even first calved heifers are calm and placid at calving, which makes a huge difference to daily management," explains Andrew. "This is particularly important as overall herd size and businesses get bigger and workforce numbers get smaller."

In order to fly the flag for the adaptability of the Longhorn, the Goodman family have enrolled Walsgrove Farm, which is situated on the outskirts of Worcester, on the Sustainable Farming Initiative pilot. This three-year scheme aims to assist during the period of reduction in the Single Farm Payment and Andrew hopes the family's involvement will help showcase the breed's suitability to extensive beef systems in the changing agricultural climate.

**Their lovely temperament makes Longhorns a joy to work with, even first calved heifers are placid at calving.**

All spring calving, the Witley herd calves from February through to May with calves creep fed from the end of September. "The kindness of the mid loam soil allows mid-December housing, after we're through the Christmas rush with the poultry.

"We house cows in two groups with in-calf heifers kept together. We first calve heifers at three years of age as this allows them to mature and grow without being pushed," says Andrew.

“Over the last 10 years we have seen an increase in the quality of our cattle and a lot of this is due to the bulls we’ve used.”



Spring-born calves are weaned at eight and a half months old, with breeding heifers selected at this point and 10 females entering the herd each year. “Any later born calves stay with the cows through the winter and are weaned in February ahead of turn-out in March,” he adds.

For ease of management and with a view towards later commercial sales, all steers and heifers chosen not to breed from are dehorned. “Although not everyone’s cup of tea, dehorning is vital to us. Bonnet horns you hardly notice, but straight horns are disliked by commercial breeders or finishers, massively narrowing your market,” Andrew admits.

In fact, he feels that if he were to start again, it is likely the whole herd would be dehorned, purely for ease of management on this scale.

“Historically, we have been finishing all our cattle, but with the store trade so strong we have been sending bunches to Worcester Livestock Market at 20-24 months of age, with a repeat purchaser from Gloucester buying every time,” comments Andrew. Last year, 25-month-old steers were sold at 500kg to £1150.00 and 24-month-old heifers at £1000.

“We have also sold breeding heifers at Society sales and we are likely to have another draft for the May sale at Worcester,” he adds.

“Over the last 10 years we have seen an increase in the quality of the cattle we are keeping and a lot of this is due to the bulls we’ve used,” says Andrew.

The herd currently runs two stock bulls, the first of which is Blackbrook Zulu, a bull with his second crop of calves currently on the ground. “Sired by Blackbrook Uruk-Hai and out of Blackbrook Vixen EX91, Zulu is a dark, long bull who carries a good solid back end along with a cracking width to his frame.

“The second herd sire here is Fishwick Phoenix, who was bought via the Society’s online sale. He’s by Fishwick Macavity and is out of Fishwick Firefly. His first crop of calves are due later this spring.

Andrew explains that the ultimate plan is to sell the beef alongside the poultry as the quality of the end product is exceptional. “The marbling and flavour are second to none and that coupled with provenance, creates the unique selling point required for marketing at a premium level.

“There is good money to be made from a carcass at 320kg deadweight and when selling a quality product you can charge a premium price, much like a vineyard wine or a single malt, it really is something special,” adds Andrew.





# WANLIP HERD WELCOMED THE 2021 AGM

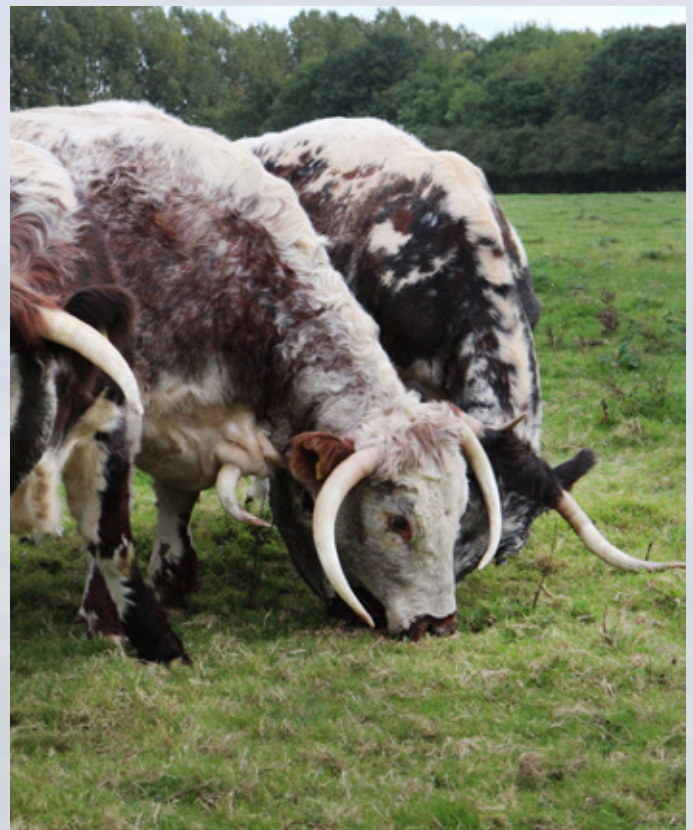
Back last summer, Mike Winterton welcomed some 60 members, friends and guests to the Society's AGM weekend which included a tour of his Wanlip herd.

Visitors saw two batches of cows with calves at foot, as well as bulling heifers before returning to the farm to have a wonderful lunch of Longhorn beef and burgers.

The Winterton family have owned Willows Farm for three generations, starting with Mike's grandfather and then added to by Mike's father and then Mike himself. Bounded by the River Wreake and the River Soar, the land was used for gravel extraction up until the 1950's and has since been reinstated to pasture, with hedges and coppices also planted.

Much of the land is prone to flooding and the 2020 winter had been particularly trying. Many of the old gravel pits are now ponds and lakes which attract wildlife including otters and environmental initiatives have encouraged barn owls and other apex predators.

The Wanlip herd of Longhorns was established in 2003 and currently numbers 30 cows, with a view to building numbers to 40 cows. All steers and some heifers are finished on the farm for supplying to Roberts Butchers in nearby Mountsorrel which





was purchased by Mike in 2018.

Members also learnt on the day how Mike and his family own a number of other enterprises, as well as the farm, including Wanlip Sand and Gravel which also includes a green waste recycling operation; George Walker Ltd (timber merchants) in Syston; Belvoir Sawmill in Knipton and a carp fishing lake run by a syndicate. Mike is also a director of Melton Mowbray Market.

It was great to see so many members again, including some new members who hadn't had the opportunity to meet other breeders until now due to the COVID pandemic.

At the evening meal on Saturday our after-dinner speaker was Alastair Sneddon from Bagshaws Auctioneers who had members all crying with



**Commenting on the day, Society chairman Tom Mills said:**

“I’m sure those members who attended the AGM back in October will agree that it was great to catch-up with friends from the Society; many of whom I had not seen for two years. It was a great weekend with an interesting visit, good discussion at the AGM and great entertainment in the evening. Thank you to everyone involved in organising and hosting the event.”



# LONGHORN AGM AWARDS

The annual awards were presented by President Nicky Lockett at last year's AGM. Congratulations to all exhibitors who competed at shows in 2021 and to the overall section winners.

## **Bull of the Year - The Maydencroft Award**

1st Gentons Usher ET, Mr B Facon  
 2nd Southfield Panther, Mr and Mrs D and A Blockley  
 =3rd Gupworthy Thruyton, Mrs J Grant  
 =3rd Southfield Uproar, Mr H Blockley  
 =3rd Slough Utah, Mr and Mrs D Preece

## **Cow of the Year - The Leebarn Trophy**

1st Gale Farm Rona, S D Horrocks and Son  
 =2nd Melbourne Park Fizz, Mr and Mrs B and T Stanley  
 =2nd Lower Blacup Patricia, Mr B Wragg  
 3rd Fishwick Superstar, J Close and Son Ltd

## **Senior Heifer of the Year - The Lesley Hutton Award**

1st Gale Farm Tanera, S D Horrocks and Son  
 2nd Herbertsherd Honey, Master B Stanley  
 3rd Gale Farm Tonga, S D Horrocks and Son

## **Junior Heifer of the Year - The Tetford Trophy**

1st Gale Farm Uist, S D Horrocks and Son  
 2nd Gentons Ultra, Mr B Facon  
 3rd Carreg Utopia, Mr and Mrs B and M Llewellyn

## **Best Young Handler - The Frank Sutton Award**

1st Rhianydd Davies  
 2nd William Edwards  
 3rd Jess Marshall

## **Best Newcomer - The Paul Lockett Trophy**

1st Jane Mycock  
 2nd Jane Grant

## **Ambassadors Award - The Carreg Trophy**

Mr S D Horrocks and Miss Jess Marshall



Securing the Bull of the Year title for 2021 was Gentons Usher ET from Bertie Facon.

# LONGHORN PROVES TO BE THE PERFECT CHOICE FOR NATURAL ENGLAND

In the 1930's environmentalist Robert Wales was hoping to establish a herd of cattle that would not only compliment the species rich chalk downland of Parsonage Down, but also would work with this extensive area of flat, gently sloping ground on the southern edge of Salisbury Plain.

The adaptability and ease of management of the Longhorn appealed to Robert and the Stoke herd was soon established. With the correct stocking rate, he realised the cattle benefitted the area and in turn the area benefitted the naturally foraging herd of cattle with its botanically-rich, undisturbed grasslands. During this time, Robert became incredibly passionate about Longhorns and the ability of the breed to compliment and enrich nature and he worked tirelessly to promote its qualities even during the early rise of the continental breeds.



◀ Herd manager Elise Sutton

In 1979 Robert bequeathed the Stoke herd and Cherry Lodge Farm to the Nature Conservancy Council (now Natural England) for their guardianship of his lifetimes work going forward.

Over the years different farm managers had varying takes on the type of Longhorn farmed at Cherry Lodge Farm, but the Longhorn has remained pride of place, as was Robert's wishes. The current herd manager, Elise Sutton, says it is particularly interesting to see the photographs of the styles of cow which have been kept here over the years, but the stockier types do better on our rougher ground.

Today, some 50 Longhorn cows run the 700-acre farm which ranges from protected land to paddocks. Parsonage Down runs over 600 acres and is a SSSI site with five other designations also.

The running of Longhorn cattle on this difficult terrain is a real testament to the breed. In some places it is so steep that you wouldn't contemplate taking a vehicle out on it, explains Elise. "These are working cattle, they are here to do conservation grazing which is a hugely important role, without them we would lose many of our incredible species. The yellow meadow ant hills for example make checking stock challenging for us at times, but the cattle thrive in this environment."

COM





◀ Steers grazing on the chalk downland which over the summer will turn to various colours as wild flowers emerge

The fully organic, 100% pasture fed, low input Stoke herd is very much part of the local landscape, but is also a large part of local heritage also. Cows are slow maturing calving at three years of age. "We aim to buy in a bull and use a homebred bull to cover both groups of females. We try to stay as local as possible with our purchases to avoid a tricky transition on to the chalk down grazing here," explains Elise.

The current bought-in stock bull is Etheridge Spark from Dave and Carla Phillips, Dorchester. Sired by Long Ash Ohola, out of a Fosseyway Acorn cow and classified EX90, Spark has certainly made an impression at Stoke. "Spark was chosen to add some height and length to the herd. He is a lovely natured bull with great genetics which we wanted to add," comments Elise.

The current homebred bull on the farm is Stoke Sir-Loin, a 2018-born son of Aberdeen Ossian and out of Stoke Omlette. "He's a stocky bull and represents what you would expect from our farming system. He has always outwintered and has great feet and legs which is vital here," she adds.

Meanwhile, the 2021-born Stoke Valiant has been retained to become the junior stock bull. By Durham Mickey and out of Homington Susanna, Elise is sure he has a promising future, having purchased the dam locally from the Homington herd.

The Stoke herd is a member of the Premium Cattle Health Scheme and tests for BVD, Lepto, Johne's, Neospora and IBR so any purchases in to the herd are kept to an absolute minimum.

**These are working cattle, they are here to do conservation grazing, which is a hugely important role.**

Calving takes place between the end of March and end of May and calves are weaned at about nine months of age. During this time a rotational grazing system is in place, cows are outwintered and supplemented with only hay on the chalk down, which does not poach due to the soil type.

During this period cows are pulling out the old grass growth which is then mopped up by the flock of Exlana sheep grazing, benefitting wild flowers in the spring. As a typical Longhorn trait, longevity within the herd is impressive with cows of 11 years of age still thriving on the chalk down with their calves at foot.



Weaned calves are wintered in sheds which Elise sees as more beneficial for them. Steers outwinter for most of their lives, but are brought inside for those final weeks of finishing in order to maintain body condition score before slaughter.

In September 2020 a beef box scheme began at Cherry Lodge with six extensively reared animals being slaughtered in the first year. "Mainly steers are killed but the intramuscular fat in the heifers that were sent off was exceptional." Elise is passionate about keeping things as local as possible with neighbouring abattoir C and S Meats carrying out the killing and Blackmore Vale Butchery carrying out the cutting, butchery and packing for us. "The meat receives excellent feedback creating a waiting list that spans the next two cattle to be killed," she adds.

**The ability of the Longhorn to convert poor grazing into high quality beef is incredibly satisfying to see.**

"Collection of the boxes allows interaction with the public which is something I am really keen to promote and maintain. We produce nature friendly, high welfare, sustainable beef which is a premium product, therefore, we welcome members of the public to the farm with a view of complete transparency," comments Elise. Cattle are killed at over 30 months to suit the extensive system and in 2021 averaged 386kg which has seen a whole animal gross £2800.00 in boxes.

As well as the ethical rearing of the beef, Elise also has concerns over addressing the carbon footprint of the farm. At Cherry Lodge they look to be transparent and farm in a way that looks at long term stability through traceability on all levels. When it comes to looking at regenerative agriculture, the farm runs solar panels to light the sheds and run-off from the yards grows willow to feed the biomass boiler fuelling the farm office. "We are constantly looking at ways to be self-sufficient and sustainable and are currently looking to change to electric vehicles and quad bikes to lower our emissions," explains Elise.

Meanwhile in the fields, clovers, Timothy and wild flowers are sown in order to not only produce more food on site, but to enhance the ecosystem for wildlife also.

Although the farm is government funded, Elise is still accountable for the bottom line. She sees a good income from selling stock including 13 stores sold at the local Frome Livestock Auction which flew to £1300 per head with stock bulls being sold recently to a top of £2800.

The Stoke herd made its reappearance in the show ring in 2021, which Elise admits was a learning curve. "This was my first time showing and it was a challenge to say the least. We exhibited at the local Gillingham and Shaftesbury Show and hope to go further afield in 2022. Shows are an important shop window to us both for selling breeding animals and beef boxes," explains Elise.

Having joined the team at Cherry Lodge in June 2020 straight from Harper Adams University College, Elise isn't from a farming background, but was plunged straight in to harvest, followed by calving season. She has now seen all the seasons with the Stoke herd and admits to being head over heels in love with the breed.

"I find the ability of the Longhorn to convert poor grazing into high quality beef to be incredibly satisfying. The Longhorn prospers here where a lot of other breeds would struggle, while their kind nature and ease of management makes them great to work with," adds Elise.







**FORGING THE FUTURE FROM A PROVEN PAST**



**POINTER EVENING ALL**

SIRE: ABERDEEN NIK  
DAM: GORSE WINNIE



**GALE FARM SHETLAND**

SIRE: RAINCLIFFE HARRY  
DAM: WELLHEAD KIR ROYALE

**CONTACT**

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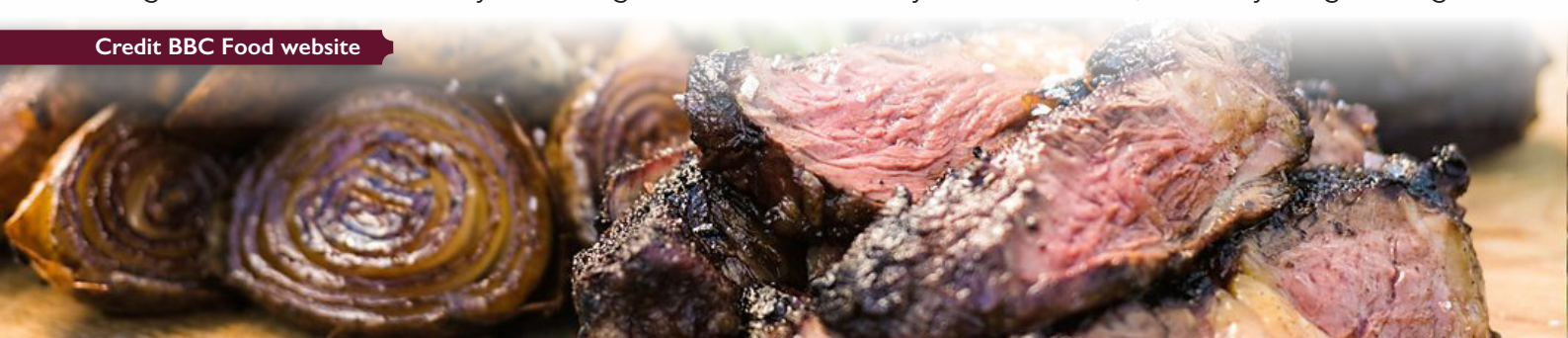
# MARCUS WARING BACKS LONGHORN BEEF ON BBC 2

A new food and farming related program has recently graced television screens on BBC 2 in the form of celebrity chef Marcus Waring's Tales From A Kitchen Garden.

Stepping back from his hectic schedule and embracing a slower pace of life on his Sussex smallholding, Marcus sourced help from UK farmers, gardeners and producers and set out to expand his range of produce. Over the course of the series, the Michelin-starred chef will traveled the length and breadth of the country to discover some of the secrets of planting, rearing livestock and growing vegetables, where he then turned them into delicious meals.

Members may have already caught the episode that features this incredibly succulent recipe featuring Longhorn beef. So if you fancy recreating this in the comfort of your own kitchen, then why not give it a go.

Credit BBC Food website



## Ingredients

1.7kg/3lb 12oz bone-in rib-eye steak

500g/1lb 2oz small Charlotte **potatoes**,  
washed and dried large knob **butter**

6 **onions**, cut in half, peeled, roots  
left on **olive oil** salt and freshly ground  
black pepper

## For the spice rub

1 tbsp cracked black **pepper**

1 tbsp **paprika**

1 tbsp dried **oregano**

1 tbsp Maldon **sea salt**

## For the glaze

330ml/11½fl oz **ale**

100g/3½oz **honey**

50g/1¾oz **brown sugar**

2 tbsp **mustard**

2 tbsp **white wine vinegar**

## For the green sauce

1 bunch flatleaf **parsley**

1 bunch **coriander**

handful fresh **mint** leaves

2 garlic cloves, crushed

2 green **chillies**, seeds removed, chopped

100ml/3½fl oz **olive oil**

2 tbsp **sherry vinegar**

1. Crush all the spice rub ingredients together using a pestle and mortar. Rub all over the meat and leave to marinate for about 20 minutes.
2. Light the barbecue. Allow the flames to flare up and die down, then wait until the coals are glowing.
3. Wrap the potatoes in a large piece of foil with the butter and a good pinch of salt and pepper. Place the potatoes directly on the coals and stack some hot coals on top of the foil so the potatoes cook all the way through.
4. Place the onions cut-side down on the barbecue grill for about 10 minutes until blackened.
5. To make the glaze, put all the ingredients in a pan over a medium-high heat and boil for about 10 minutes to reduce to a sticky consistency. Put the blackened onions into the pan of glaze and set aside.
6. Place the beef on the barbecue and cook for about 25 minutes on each side, turning occasionally until nicely charred all over.
7. Brush the glaze over the beef and keep turning it, while brushing with glaze for 3-4 minutes, until it is coated and sticky all over. To test that the meat is cooked, insert a digital cooking thermometer into the thickest part of the meat: it should read 58-60C. Place the meat on a tray to rest for at least 15 minutes.
8. While the meat is resting, make the green sauce by blending all the ingredients together.
9. Check the potatoes by piercing the foil with a knife: if they are soft, they are ready.
10. Place the meat on a large serving platter with the potatoes, onions and green sauce.

# Bollin Valley Longhorns

Herd number 343    Founded 1988

Current Stock Bulls: Genton Tiger & Fishwick Sherman



Quality pedigree Longhorn cattle

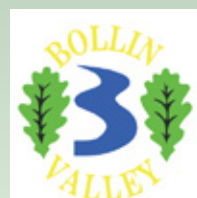
[www.bollinvalley.org.uk](http://www.bollinvalley.org.uk)

Oakwood Farm, Styal, Cheshire

Contact for further details on cattle for sale

Tim Harding: 07721576173

[tim.harding@cheshireeast.gov.uk](mailto:tim.harding@cheshireeast.gov.uk)



# FISHWICK SUPERSTAR SHINES BRIGHT AT GREAT YORKSHIRE SHOW

A day of fiercely fought competition in the Longhorn classes, with cattle described by judge Clive Davies as simply exceptional, saw one of the first major shows to be held since the Covid-19 pandemic receive excellent levels of support from breeders.

Exhibited by Messrs J Close and Son Ltd, Fishwick Superstar is a 2018-born first calving heifer and daughter of the renowned sire Fishwick Lord of the Rings EX93 out of Fishwick Phantasie VG88. On giving her the championship tap, Mr Davies described Superstar as "impressive from all angles."

Taking the reserve championship honours was the winner of the senior bull class and male championship, Southfield Panther EX93. Exhibited by his breeders David and Angela Blockley and described as "a free mover with plenty of scope" by Mr Davies, he is by Blackbrook Philosopher and out of Southfield Lark EX94.

Gentons Ultra took the reserve female honours and the overall junior championship for Bertie Facon, just pipping Gentons Usher ET from the same home, who came in as reserve junior and reserved male champion. Ultra is by Fishwick Macavity and out of Fishwick Rhiana VG88, while Gentons Usher ET is by the homebred sire Gentons 007 James Bond and out of Gorse Thora EX90.



☛ The Close family celebrated the breed championship win at Great Yorkshire Show.



❖ Fishwick Superstar from Messrs J Close and Son took the female and breed championship honours.



❖ Securing the male and reserve overall championship was Southfield Panther EX93 was David and Angela Blockley.



❖ Reserve female championship honours went to Gentons Ultra from Bertie Facon.



❖ Gentons Usher ET from Bertie Facon took the reserve male championship.

## SHOW RESULTS

### Senior bull

- 1st Southfield Panther - *Mr and Mrs D and A Blockley*  
2nd Gupworthy Thrupton - *Mrs J M Grant*

### Junior bull

- 1st Gentons Usher ET - *Mr B Facon*  
2nd Southfield Uproar - *Mr H Blockley*

### Cow, in milk or in calf

- 1st Fishwick Superstar - *Messrs J Close and Son Ltd*  
2nd Southfield Sapphire - *Miss Z Monks*  
3rd Southfield Peach - *Mr and Mrs D and A Blockley*

### Senior heifer

- 1st Southfield Taboo - *Mr and Mrs D and A Blockley*  
2nd Fishwick Tamarisk - *Messrs J Close and Son Ltd*  
3rd Maudlin Taboo - *Mrs Y Ferguson*  
4th South Lane Tip Top - *Mr C Blockley*  
5th Maudlin Tic-Tac - *Mrs Y Ferguson*  
6th Treverton Truffle - *Mrs J M Grant*

### Junior heifer

- 1st Gentons Ultra - *Mr B Facon*  
2nd Southfield Umtali - *Mr and Mrs D and A Blockley*  
3rd Longbridge U-Turn - *Mrs J M Grant*  
4th Fieldhead Uberry - *Mr H Blockley*  
5th Maudlin Ugly - *Mrs Y Ferguson*  
6th Maudlin Umbria - *Mrs Y Ferguson*

### Group of three

- 1st Southfield Group - *Mr and Mrs D and A Blockley*

### Pairs

- 1st Gentons Pair - *Mr B Facon*  
2nd Southfield Pair - *Mr and Mrs D and A Blockley*  
3rd Longbridge Pair - *Mrs JM Grant*  
4th Fieldhead Pair - *Mr H Blockley*

**Breed champion:** *Fishwick Superstar*

**Reserve breed champion:** *Southfield Panther*

**Male champion:** *Southfield Panther*

**Reserve male champion:** *Gentons Usher ET*

**Female champion:** *Fishwick Superstar*

**Reserve female champion:** *Gentons Ultra*

**Best junior bull:** *Gentons Usher ET*

**Best junior heifer:** *Gentons Ultra*

**Best overall junior:** *Gentons Ultra*











• Judge Clive Davies with his supreme and reserve champion and exhibits.



• David Blockley (right) at the halter of the male champion, Southfield Panther EX93 and Jamie Brewer (left) at the halter of Gentons Usher ET, the reserve male champion, with judge Clive Davies.



• The female and reserve female champions alongside judge Clive Davies.



• Judge Clive Davies with his champion and reserve champion junior heifers.

# REGIONAL ROUNDUP

## *Show ring winners from 2021*

With a somewhat broken show season in 2021 due to Covid-19 restrictions, the following regional shows took place and here are the champions and reserve champions from those shows.

### Staffordshire County Show

**Judge:** Dan Bull

**Champion and interbreed champion:**

Melbourne Park Fizz,  
Mr and Mrs B and T Stanley

**Reserve:** Herbertsherd Honey,  
Master B Stanley

### Moreton in Marsh Show

**Judge:** Sophie Gurton

**Champion:** Gentons Usher ET,  
Mr B Facon

**Reserve:** Carreg Utopia,  
Mr and Mrs B and M Llewellyn

### Westmorland Show

**Judge:** Dan Bull

**Champion:** Gale Farm Rona,  
Mr S Horrocks

**Reserve:** Gale Farm Tanera,  
Mr S Horrocks

### Garstang Show

**Judge:** Graham Walker

**Champion:** Gale Farm Tanera,  
Mr S Horrocks

**Reserve:** Lower Blacup Patricia,  
Mr B Wragg

### Gillingham and Shaftesbury Show

**Judge:** Richard Bartle

**Champion:** Stoke Ulex, Natural England

**Reserve:** Stoke Tayberry, Natural England



• Breed and interbreed champion at Staffordshire County Show was Melbourne Park Fizz from Mr and Mrs B and T Stanley.

### Ashbourne Show

**Judge:** Sophie Gurton

**Champion:** Herbertsherd Honey,  
Master B Stanley

### Shropshire County Show

**Judge:** Peter Guest

**Champion:** Carreg Rhonda,  
Mr and Mrs B and M Llewellyn

**Reserve:** Carreg Utopia,  
Mr and Mrs B and M Llewellyn

### Royal Lancashire Show

**Judge:** Bernard Llewellyn MBE

**Champion:** Gale Farm Tonga,  
Mr S Horrocks

**Reserve:** Gale Farm Tanera,  
Mr S Horrocks



# SOCIETY SUMMER VISIT TO THE BOLLIN VALLEY HERD

The Bollin Valley Partnership has been working for 40 years providing a Countryside Management Service within the catchment of the River Bollin.

The River Bollin is just shy of 50km in length from the hills surrounding Macclesfield Forest to where it joins the Manchester Ship Canal at Bollin Point near Lymm in Cheshire. The Partnership manages sites across the valley as well as the Bollin Valley Way and aims to provide an efficient and cost effective countryside management service for the Bollin Valley, all with the view of improving the Valley's natural environment and its recreational opportunities.

To achieve these aims the Partnership provides a Countryside Ranger service and encourages public use of the Valley while taking part in conservation and enhancement of the natural environment. The Longhorn cattle form an integral part of this management.

The herd was founded in 1988 and currently stands at about 80 animals. These animals graze a range of habitats along the course of the River Bollin, from Tegg's Nose which is 1200ft up in the Peak District above Macclesfield to the flood plain at Riverside Park in Macclesfield itself.

These areas are fully accessible to the public so steers and heifers are grazed in these areas. Calving cows running with the bulls graze land that is either not open to the public, or the footpaths run adjacent to the fields.

**The herd was founded in 1988 and currently stands at about 80 animals.**

Manager Tim Harding has kindly invited the Society to visit the herd on the 21st August and this will be the Society's summer visit for 2022. All are welcome, just let the Secretary know by 12th August and you'll be sent more information about location and timings.



# Melbourne Park

HERD 00871

- EST 2010 -



**FIZZ 31256/R00871**

Overall Midlands champion cow 2020 and 2021  
Staffs County Show breed and interbreed champion



**HONEY 34088/T01310**

First place senior heifer  
National online show 2021



**ZABRINA 29069/P00380**

Cow of the Year 2019  
Interbreed champion Ashby Show 2019  
Dam of Honey and Issac



## STOCK SIRES:

Southfield Nuke - pictured - champion bull  
Midlands Breeders Club 2020 and 2021.

Backbrook Acer - champion bull  
Midlands Breeders Club 2018 and 2019.

Melbourne Park Issac - male and overall  
champion Midlands Show and Sale 2020.

Also home to pedigree flocks of  
Jacobs & Border Leicesters.



**TORI & BEN'S**

*Home to the award winning Tori & Ben's Farm Shop  
selling award winning Longhorn beef and home bred lamb to retail and catering outlets.*



Winner of Beef Innovators 2016



Farm shop of the year Finalist



2021



FARM SHOP OF THE YEAR 2020/21  
TORI & BEN'S  
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**LONGHORN**  
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Midlands Cow of the Year 2020

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# JANE MYCOCK WINS 2021 NEWCOMER'S AWARD

Jane Mycock and her husband Stuart farm near Buxton, Derbyshire. They have British Blondes, commercial beef cattle and in 2020 Jane established her Sycamore Longhorn herd.

*Jane caught the showing bug last year at some of the few shows that were held, and did so well that she was awarded the Society's Paul Luckett Newcomers Award, for members in their first year of showing in their own right. Here's Jane's take on her first year showing Longhorns.*

## When did you buy your first cattle?

I purchased my first Longhorn as a weaned calf from the Saxby family of the Litton herd in December 2019 in the form of Litton Tangerine. I then joined the Society the following year.

## What made you decide to start showing?

My husband! Before I met him I'd never even heard of cattle showing. I thought it sounded ludicrously dangerous! Back in 2017 he gave me a Blonde bull calf as my own little project to train and show. Our first ever show was Nantwich in Cheshire and my little bull calf Ninja took a championship rosette. I think that taste of glory ignited my passion for showing.



## Did you halter break your own cattle, or did you buy them 'ready for action'?

I've always trained my own cattle. Once I'd gained confidence showing the Blondes I wanted to prove to myself I could do it. This is why I prefer to buy weaned calves so that I can bond with them while they're young and impressionable (and because they're easier to hang on to when training!)

## How did you decide on the shows you wanted to go to?

I've always worked full time alongside the farm, so I generally pick shows which fit around work. I like to do a mixture of small, local one day shows and larger, more competitive multi day shows. Every show is so different, with the atmosphere, cattle facilities, classes and exhibitors varying wherever you go. The planning chaos of 2021 was a blessing in disguise, as we ended up doing four shows we'd never done before, some of which we'd definitely do again in 2022.

## Did you get help from other members either before you started showing or at the shows?

Seeing as I started with the breed on the eve of the pandemic, it was a long time before I ever got to properly meet other breeders. At our first show of 2021, Shropshire Show, I was anxious whether the other exhibitors would be super competitive and cliquy. I needn't have worried. The Longhorn exhibitors were incredibly welcoming, inviting us to join them for drinks, complimenting my animals and giving me loads of advice and tips. When it came to showtime, I seriously could not have got through the day without the Llewellyn family and Thea Woollatt.

### Did you have to buy a lot of expensive kit to get going?

I was very fortunate to meet the Nelson family of the Hambleton herd in Rutland who kindly gifted me their showing equipment. They wished to give a helping hand to somebody new to the breed and I feel honoured to be showing my cattle wearing the same halters which the Nelson's sensational cows have worn. I treated my girls to pink lead ropes which cost £5 each and I got my showbox (wheely toolbox) from B&M for £20. Smaller, local shows basically only cost your fuel to get there, as class entries can be relatively cheap and you usually end up winning back what you paid to enter, well that's the plan anyway!

### What was the highlight of your 2021 season?

Definitely Tango winning the Penistone People's choice award. There was a big line up and I thought she had no chance next to the fluffy Highland and chunky Limousin, but the people of South Yorkshire voted for my girl as their favourite. She also won the native championship, which took a while for the judges to find the trophy for, as she (I swear deliberately) knocked the trophies off the table, I guess she was simply choosing which one she'd like!

### Are you going to carry on with a show team in 2022?

Definitely I won't stop now! I have two new members to the team which I plan on competing around the show circuit. My only limit is how many Longhorns I can fit in the trailer.

### Would you recommend it to other members thinking of having a go at showing?

I work with all varieties of breeds in my day job and I feel it's such a shame when people have fantastic animals at home on the farm which nobody else gets to see. There's such an immense feeling of pride when other breeders and judges compliment your stock and I love it when the general public are in awe of your animals and ask questions about them. I think there can be quite a divide between the farming community and general public, so bringing our beautiful, impressive creatures out for people to admire, ask (often daft, but funny) questions and take selfies with, is worth the effort. Bringing home some glorious rosettes and trophies is also an added bonus. Showing is also a fantastic marketing tool for your stock. We've sold more bulls and had more enquiries through shows than ever. Life on the farm is always busy and can get lonely, so it's such good fun to meet up with showing friends throughout the season.

### What's the one piece of advice you'd pass on to anyone starting out in the show ring for the first time?

Showing cattle is incredibly rewarding, addictive and a great advertisement for your herd, but don't be afraid to ask for help and make some connections with other people who are in the exact same boat as you. Showing friends are like no other friends!

Anyone thinking of showing Longhorn cattle this year should look at the exhibitor support grant information on page 6



# BLACKBROOK BREEDING BEHIND ONLINE SHOW TOP HONOURS

Taking the top spot in last year's National Online Show was the February 2015-born cow, Blackbrook Zither EX90 from John and Pat Stanley.

This Blackbrook Trapper daughter is out of Southfield Lyric EX90 and was awarded the top spot by show judge and Devon cattle breeder Becky Hurd.

Taking reserve honours was a half-brother in the form of Blackbrook Axiom EX95. This 2016-born son of Blackbrook Trapper out of Blackbrook Verity VG88 is senior herd sire for Society chairman Tom Mills' Wheatlands herd.



Photographed after the online competition, Blackbrook Zither Ex90 from John and Pat Stanley.



Taking reserve honours in the online competition was the senior bull winner, Blackbrook Axiom from Tom Mills.

## Book your advert for the October issue

*Advert deadline 16th September*

### Coming up in the next edition of 'The Longhorn'

- Society news
- Winter fair focus
- Summer visit report
- Harford dispersal sale report
- 'On your farm' member features
- Results and pictures from around the summer shows
- All the news, results and pictures from the National Show at Suffolk
- Results, pictures and prices from the Society Show and Sale at Worcester
- A full report of the AGM weekend, including the visits and award winners





# THE HARFORD HERD

*Recalling some memories*



Very first win at the Royal with Diana.

*Such a good feeling!*

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A special day, The Royal.

*Champions all round.*

**1995**



We host a mini Show at Lower Harford as a workshop.

**2005**



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# SOCIETY EVENTS 2022

**28 May**

NBA Beef Expo, Darlington Farmers Mart, Humbleton Park, Darlington, DL2 2XX  
*The Society will have a stand and cattle at the event, come and see us and discuss your Longhorn needs.*

**31 May - 1 June**

Society National Show, Suffolk County Show, Trinity Park, Felixstowe Road, Ipswich, Suffolk IP3 8UH  
*The Society's flagship showing event, see the best of the best in the showing.*

**12 – 15 July**

Great Yorkshire Show, Harrogate, North Yorkshire, HG2 8PW  
*A great turnout of Longhorns is guaranteed.*

**18 – 21 July**

Royal Welsh Show, Llanelwedd, Builth Wells, Powys, LD2 3SY.  
*The must-do event for all Welsh members.*

**30 July**

Harford herd dispersal, McCartneys, The Heath Meadow, Worcester, WR4 0SQ  
*A not-to-be-missed sale. The herd was established in 1976 and will be dispersed due to retirement.*

**21 August**

Society visit to Bollin Valley Partnership, Macclesfield, Cheshire  
*All are welcome to visit this fabulous herd which was established in 1988.*

**14 -16 Oct**

AGM weekend, Devon  
*The perfect excuse for a weekend away! The chance to relax, meet up with other members, have your say at the AGM, and visit some interesting herds.*

**Tel:** 0345 017 1027

**Email:** [secretary@longhorncattlesociety.com](mailto:secretary@longhorncattlesociety.com)

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# *Fishwick Longhorns*

*Young Bulls and Females always available*



## *The Fishwick 2021 Top Stars*



**Fishwick Philanderer**  
**Senior Sire at Fishwick**  
**2020-2021-2022-2023**



**Fishwick Superstar**  
**Breed Champion 2021**  
**Great Yorkshire Show**

**John Close & Son Ltd, Fishwick Mains,  
Berwickshire, Scottish Borders TD15 1XQ**

**Peter: 0777 993 7217 Rob: 07702 317 303 Ashley: 07784 155 991**  
**Email: [peterclose@hotmail.com](mailto:peterclose@hotmail.com)**