

* * * * **NEW!!** * * * *

LIMITED EDITION of 500

Longhorn Cow & Calf Models

We have been able to negotiate a reduced price and an opportunity for Longhorn Breeders to buy these superb models before they go on sale on the open market (which will be at the end of March).

Please complete the order form below and return to the Society Office. The retail price is £195 and we are able to offer these to you for £175 (which includes VAT) plus P & P.

I wish to purchase(no.) Longhorn Cow and Calf models

Cost per model £175 + £8 P & P (Total cost per model £183)

I enclose cheque for £.....(made payable to Longhorn Cattle Society)

Name Membership (Herd) Number.....

Address.....

.....Postcode.....

Contact tel no.....

Delivery Address (if different).....

.....Postcode.....

Return to: Sarah Slade, Southcott Farm, Chawleigh, Chulmleigh Devon EX18 7HP

Orders only accepted with full payment.

LONGHORN

Cattle Society

Newsletter

Issue 49

February 2007

Spring News

Dates for Your Diary

*Spring Show & Sale,
Worcester
28th April 2007*

*Showing workshop,
Yorkshire
5th May 2007*

*Production Sale,
Yorkshire
11th August 2007*

*National Show and
Sale,
Melton Mowbray,
7th—8th September*

*Autumn Sale,
Worcester
22nd September
2007*

*Scottish Weekend
29-30th Sept 2007*

*2nd Mid West Group
Sale, Taunton
13th October 2007*

*AGM
17-18th November
2007*

Happy New Year to you All!

The year got off to a flying start at our Council meeting at the beginning of January when some significant matters were agreed, a major one being the Society's continued commitment to the promotion of the breed through the show ring. This really is the shop-window of the breed, and we ignore it at our peril. Last year Council instigated a showing workshop to assist those who haven't shown before. We were delighted to see a number of those who were at the workshop appearing in the ring with their cattle later in the year.

We are therefore very pleased that we are able to run the showing workshop again this year, this time a little further north, at Angela and David Blockley's in Yorkshire. Details and applications for the workshop are inside. As last year we regret that numbers will be restricted and booking is therefore essential.

Secondly, we are pleased to announce that, although as a trial in 2007 only, we will be offering a grant to exhibitors to show their cattle at specified shows throughout the year. The aim is to encourage better classes, a better shop window and ensure that the Longhorn presence is retained at shows around the country. Showing is hard work, but also very enjoyable, and we hope to see fuller classes, with a wider variety of exhibitors this year! Again, full details are inside.

Council has also agreed, following discussions over the last year about wider promotion of the breed, to initiate an autumn sale which will include a store and suckled calf sale. We hope this new initiative will be successful and that you will support it. The Society sales, in addition to club sales, offer a good spread of opportunities to both sell and buy cattle. This is in addition to the private sale opportunities available through the newsletter and on the website.

....continued from front page

We are also delighted that, **for a limited time only**, we are able to offer a brand NEW MODEL COW AND CALF. We know that many of you were disappointed when our previous supply ended, and we have been working over this past year with a new company to produce a lovely model. We have been able to negotiate a discounted rate, and the order form is on the back page. Thanks must go particularly to Peter Close, who has worked very hard to ensure that the model is accurate, and who has also been instrumental in the negotiating process, and our thanks also to Nicky Luckett, who, along with Peter, provided cows on which to base the model.

Finally, I hope you like our new-look Journal which has, this year, left the confines of my office and been professionally produced. We are extremely pleased with the result and hope you will be too! A very big thank you to all our advertisers, without whom the Journal would not be possible, to Peter Guest and Kerry Long, who very kindly proof read, and indeed to everyone who helped in its production.

Sarah Slade

Chairman's Message

This Newsletter comes to you with your copy of the annual Journal. We have managed to get it out a little earlier this year and this represents a lot of hard work by the Secretary, Sarah, and also Kerry Long and Peter Guest who read the proofs. It was a fairly tight schedule as we need to include the Herd Competitions results and a report of the Annual General Meeting in the interests of presenting a full review of the past year and at the same time getting it printed to go out early in the New Year. Many thanks to the advertisers, it is a good medium to advertise your herd, and also to the outside advertisers. If you know of any potential advertisers for next year, please let us know. Also please think about writing an interesting article to share your ideas and views with the rest of the membership. As well as the Membership, the Journal is available to anyone interested in the breed and is a useful promotional tool.

Showing is the shop window for both the breed and for your own herd and there are now shows with Longhorn classes all over the country so there is one near you. Following the successful day held last year we are again holding a Showing Day aimed specifically at those who have not shown before to give advice and encouragement to those who want to show but are perhaps a bit unsure how to start. This year we are moving North and it will be at Southfield Farm on Saturday 5th May by kind invitation of David and Angela Blockley.

To satisfy the increasing demand for the breed, both for pedigree stock and for branded beef, Council has arranged another sale at Worcester to compliment the Spring Sale (28th April). This will be on Saturday 22nd September and will have sections for pedigree stock, which need not be led, as well as pure bred and cross bred store cattle, particularly suckled calves. This will be additional to the Melton Show and Sale on 7th/8th September which will continue as before and is confined to pedigree, registered, halter led stock. The 2nd Mid West Sale will be at Taunton on Saturday 13th October.

Joshua Brigg

I/we would like to attend the Show Training Day on Saturday 5th May 2007

Name(s) of ALL those attending:

.....
.....
.....

Membership (Herd) Number.....

Address

.....
.....
.....

Contact telephone number

Contact Email address

Please return to the secretary:

Sarah Slade, Southcott Farm , Chawleigh, Chulmleigh, Devon EX18 7HP

Tel/Fax: 01769 581212

Email: secretary@longhorncattlesociety.com

By: 21st April 2007

PLEASE NOTE: PLACES MUST BE PRE-BOOKED

SHOW TRAINING DAY

**At Southfield Farm, Drighlington, Bradford West Yorks
(near M62 Junction 27)
on Saturday 5th May at 10.45 for 11 am
by kind invitation of David and Angela Blockley**

Following the success of the Show Training day last year, a second Show Training Day has been arranged to encourage new exhibitors to start showing their cattle.

Once again this is intended as a basic “starter” day although there will no doubt be something of interest to the more experienced exhibitor. The whole showing process will be covered from early planning through training, washing and grooming to ringcraft and etiquette.

Pre-booking is essential to help with planning and it may be necessary to restrict numbers so please book early.

We have invited Mr Jim Courts to lead the day. He is a very experienced cattle exhibitor and who will bring his knowledge and expertise of the professional showing world to the day.

Angela and David Blockley will also be available to assist with the demonstrations and answer questions.

Angela and David have very kindly offered to provide refreshments

Biosecurity As the day will be a practical one using the Blockley’s cattle it is essential that visitors wear clean clothes and bring clean Wellingtons

(i. e. **not** what you were wearing to feed your cattle that morning!)

Council Corner

Election of Chairman

Joshua Brigg was re-elected Chairman of the Society, and opened the meeting by welcoming two new members to Council, David Bevan and David Sheppy.

Finance

Council considered the budgets and finances, and especially the progress of the VAT registration. Although the process of VAT registration has yet to be formally completed, we are already required to charge VAT as from 1st November. There was no way in which this could have been delayed until the registration process was complete.

Society Sales

A paper had been circulated prior to the meeting. The question as to Club involvement in the Spring sale was discussed. It was understood that the Midland Club would like the Society to take over the running of the show at the spring sale. It was agreed that the Society should wait the outcome of Midland Club discussions on this at their next meeting, but that the Society should take over the show if any Club wished to give it up. Peter Guest confirmed that the Mid West Club did not wish to give up running the show in the alternate years.

A new sale structure was discussed and it was agreed that there would be a Spring Show and Sale at Worcester, the National Show and Sale at Melton Mowbray (for which amendments to the appraisal form were agreed, so that the appraiser was able to add comments), and then a new Autumn Sale, to take place on 22nd September this year, at Worcester, which would include classes for store cattle and suckled calves. Club sales would also continue to be run and it was noted that the Mid West Club would be holding a second sale at Taunton Market on 13th October.

Clarification of sale rules was agreed, to ensure that animals entered for sale were presented at the sale and offered through the auction ring. It was agreed that dispersals would be permitted after the Society sales at Worcester, but that these must be catalogued separately. The Society would reserve the right to inspect cattle to be offered by dispersal after Society sales.

Shows

The Society presence at shows was confirmed, There was to be a concentration on the major shows, although regions would be able to make use of the show boards for local shows if they so wished.

It was noted that the Society was very willing to attend non-agricultural events, such as the CLA Game Fair, where there was a good opportunity to reach consumers; however, it required commitment from producers who were willing to provide the enticement of food on the stand.

Attendance at European Shows had been successful and would be continued, ideally continuing in partnership with other organisations such as BLG so as to spread cost.

....*Council Corner continued*

The Showing grant support scheme for 2007 was approved (details below)

AGM & Member Events

The weekend of 17th/18th November was agreed for the AGM

The Showing workshop was to take place by kind invitation of David and Angela Blockley at Southfield Farm on Saturday 5th May.

The Scottish weekend was to take place on 29-30th September and it was noted that there was already a good level of interest in this.

AOB

The Longhorn model was nearing completion and would be available to members, exclusively, for a short period before release onto the open market. The Society was negotiating a discounted rate so that members would be able to purchase for less than the full retail price.

Exhibitor Support Grant 2007

The Council of the Longhorn Cattle Society recognises the important role that showing has for the promotion and development of the Longhorn breed. Showing challenges the pedigree and encourages improvement of the breed. It serves as a benchmark and ensures that quality and progress is maintained. **The Council is concerned that showing of Longhorn cattle should be seen as open to all, and very much wishes to encourage more members to show.** Council also recognises that getting started in showing can be daunting. To that end it proposes to run another showing workshop which will, as previously, be particularly aimed at those who have not shown before. Council is encouraged that a number of those members who attended the last showing workshop have since shown cattle in 2006 and we hope that they found the experience enjoyable and will continue to show in future years.

Council wishes to emphasise that members who are thinking of showing can always contact any Council member for advice.

It has been drawn to Council's attention that some shows offer payment to exhibitors to encourage entries. Kent County Show is one such where a payment is made by the show to exhibitors. In addition, some other societies offer payments for animals forward at shows.

Council has therefore agreed that, for 2007, the following payments will be offered to Longhorn Society members exhibiting cattle in Longhorn classes at specified shows. This decision will be reviewed at the end of 2007 to see whether an appearance incentive is having the desired effect of encouraging greater numbers of exhibitors at shows.

REGIONAL GROUP NEWS

The regional groups operate independently of the Society and organise herd visits, social events and herd competitions. Enthusiastic group members are always welcome. Do get in touch with your local breeders group co-ordinator and get involved in group activities.

Mid West Longhorn Breeders Group

4th August—Herd Visit to Prof. Craft's Logan herd 12.45 for 1pm start. Hog Roast.

Contact: Peter Guest, Colaba Lodge, Hamish, Leominster, Herefordshire HR6 0QN

Tel: 01568 760251

South East Longhorn Breeders Group

New Chairman and Secretary elected. Herd competition later this year.

Chairman: John Hedges 01494 485163

Contact: Secretary: Charlotte Coleman, Chalkney Mill, Earls Colne, Colchester, Essex CO6 2PR

Tel: 01787 222253

North Western Longhorn Breeders Group

Contact: Phil Robinson, Blackden Cottage, Blackden Heath, Goostrey, Crewe, Cheshire CW4 8DG Tel: 01477 571406

Midland Longhorn Breeders Club

23rd May at Springbarrow Lodge—Mr Chris Parker BVM, BVMS, DBR, MRCVS will speak on "Bio Awareness: Bio Security"

Summer visit—John and Joshua Brigg's Gorse Herd and Charlecote Park

Ashby Show—a trophy will be presented to the new entrant with the most points. We will also have a refreshment stand.

Contact: Rita Poulson, New House Grange, Orton Lane, Sheepy Magna, Atherstone, Warwickshire CV9 3NJ

Tel: 01827 880203

Welsh Longhorn Breeders Club

Next Meeting Feb/early March—for details:

Contact: Bernard Llewellyn, Carreg Cennan Castle, Trapp, Llandeilo, Dyfed Tel: 01558 822291

Northern longhorn Breeders Club

Herd Visit August 18th—mark this date in your diaries now! - celebrate the Lockett's 21st Birthday in Longhorns!

Chairman: Nicky Lockett 01697 371487
email: nickyluckett@aol.com

Secretary: Pam Pumphrey 01556 630246
Email: clonvard@btinternet.com

Who's Who at the Society

Breed Secretary:

Sarah Slade
Southcott Farm
Chawleigh
Chulmleigh
Devon
EX18 7HP
Tel/Fax: 01769 581212
E: secretary@longhorncattlesociety.com

*All society matters **except** registrations, transfers, subscriptions and accounts*

Registrations and Accounts:

Libby Henson
PO Box 251
Exeter
EX2 8WX
Tel/Fax: 01392 270421

For all registrations, transfers, subscriptions and accounts

Longhorn Cattle For Sale

FEMALES FOR SALE

B & A Smith, Red House Farm, Bishops Tatchbrook, Leamington Spa, CV33 9QQ
Tel: 01926 492835 Mob: 07770 950813

Ashby Rose Born: 8/3/05
 Sire: Asbies Coriolanus
 Dam: Halloughton Jade

Ashby Emily Born: 9/3/05
 Sire: Asbies Coriolanus
 Dam: Halloughton Gina

Ashby Betty Born: 29/3/05
 Sire: Asbies Coriolanus
 Dam: Asbies Dark Lady

A Challis, Storrington, W Sussex
Tel: 01903 746748
 Registered Longhorn cows for sale.

STEERS FOR SALE

R Vaughan, Penlan-Uchaf, Gwaun Valley, Fishguard, Pembro. SA65 9UA
Tel: 01348 881388/01239 820775
 Six well grown steers. Around 20months +.

Mrs N Luckett, Wellhead, Mealsgate, Wigton, Cumbria CA7 1DJ
Tel: 01697 371487
 Eight 2005 born steers for sale. Various ages between January and September 2005. Well grown so should need little finishing.

BULLS FOR SALE

A Challis, Storrington, W Sussex
Tel: 01903 746748
Leebarn Warlord Born: 23/5/99
 Sire: Leebarn triumph
 Dam: Leebarn Princess
 Very quiet and easy to handle. A super bull. Has been successfully shown.

Kevin McBride, Beech Farm, Church Street, Horsley, Derby DE21 5BP
Tel: 01332 781530

Email: kgmcbride@aol.com
Riffhams Fred Born: 23/2/05
 Sire: Riffhams Alfred
 Dam: Long Ash Cherri

Eligible for registration (will be 800 days at end of April 2007). I will pay the registration fee to find this young bull a good home.

J Oliver, East Farm, Great Whittington, Newcastle on Tyne
Tel: 01434 672382
Bollin Andrew Born: 25/04/2000
 Sire: Linton Trojan
 Dam: Bollin Primrose
 Price: £1000 ex farm.

WANTED

C James, Houghton Hall, Norfolk
Tel: 07793 208655
 In calf cows or heifers.
 Also wanted: cross-bred steers.

In order to qualify for the payment the member must be a full member of the society, and membership subscriptions must be up to date. Payments will be made only in respect of certain shows.

Qualifying shows are:

- 4 day shows: - The Royal Show, Royal Highland Show, Royal Welsh Show
- 3 day shows: - East of England, Great Yorkshire Show
- 2 day shows: - Leicestershire, Newark and Notts, Lincolnshire, Shropshire & West Mids, Royal Norfolk, Three Counties, Pembrokeshire, Suffolk

Payment will be made as follows:

£5 for each animal forward per day of show, up to a maximum of 4 animals per exhibitor per show

No payment will be made to the exhibitor(s) of the Breed and Reserve Breed Champions at the 4 day shows (i.e. the Royal, Royal Highland and Royal Welsh) for any of their animals at these shows.

For example: A Member takes 4 animals to Pembrokeshire show. This is a 2 day show, therefore the member receives £5 x 4 animals = £20 x 2 days = £40.

Members should make ONE claim for payment at the end of the showing season. A claim form will be available from the Society office for this purpose, or can be downloaded directly from the Society website. On the form the member will be required to state which shows are being claimed and the names of the animals forward. Claims cannot be made for animals entered but not forward on the day. The Society will verify the claims against the information supplied by each show. In the event of any dispute, the decision of the Council is final.

Council hopes that members will find this scheme and the workshop of assistance and that it will encourage greater numbers of animals and exhibitors at shows.



Showing 2007

Although Longhorns are no longer able to take part in any Rare Breeds classes at shows around the country, there are many shows which do offer dedicated Longhorn classes. In addition, Longhorns are eligible for traditional and Native Breed classes (where these are not restricted to rare breeds only). Please do try to support these shows next season which offer Longhorn Classes

Leicestershire County Show 6-7th May
Dishley Grange Farm, Derby Road, Loughborough, Leics. LE11 5SF
Tel: 01509 646786

Newark & Nottinghamshire 12 & 13th May
The Showground, Winthorpe, Newark, Nottinghamshire NG24 2NY
Tel: 01636 702627

NBA Beef Expo 17th May
Skipton Auction Mart, Skipton, N Yorks
Organiser: Euan Emslie
Tel: 01430 441870

Northumberland County Show 28th May
Gaynor Shotton, PO Box 164, Hexham, Northumberland NE46 9AG
Tel: 01434 609533

Royal Bath & West Show 30th May -2nd June
The Showground, Shepton Mallet, Somerset BA4 6QN
Tel: 01749 823169

Suffolk County 30-31st May
Suffolk Agricultural Association, Trinity Park, Felixstowe Road, Ipswich, Suffolk IP3 8UH
Tel: 01473 707110

Rutland County 3rd June
Rutland Agricultural Society, Chard Farm, Tilton on the Hill, Leicester LE7 9LF
Tel: 0116 259 7466

Three Counties Show 15-17th June
The Showground, Malvern, Worcs WR13 6NW
Tel: 01684 584900

East of England Country Show 15-17th June
East of England Showground, Peterborough PE2 6XE
Tel: 01733 234451

Lincolnshire Show 20 & 21st June
Lincolnshire Showground, Grange-de-Lings, Lincoln LN2 2NA
Tel: 01522 522900

Shropshire & West Midlands Show 23 & 24th June
The Agricultural Showground, Berwick Road, Shrewsbury SY1 2PF
Tel: 01743 289831

Derbyshire County Show 24th June
Mrs Ann James, 5 Willow Park Way, Aston on Trent, Derby DE72 2DF
Tel: 01332 793068

Royal Norfolk 27 & 28th June
Norfolk Showground, Dereham Road, Costessy, Norwich NR5 0TT
Tel: 01603 748931

Royal Highland 21-24th June
Kate Stephen, Royal Highland Centre, Ingleton, Edinburgh EH28 8NF
Tel: 0131 335 6200

Longhorn Cattle Wanted

WANTED

Mrs Barker, Longlands Farm, Little Bredy, Dorchester, Dorset DT2 9HF
Tel: 01308 482371
Weaned Longhorn calves required.

D C Greaves, The Coppice, Hextall Lane, Ranton, Staffs ST18 9JU
Tel: 01785 282616
Stores always required for rare and traditional breeds finisher

Richard Vaughan, Huntsham Court, Goodrich, Ross-on-Wye, Hereford
Tel: 01600 890296
Looking for store cattle, male/female, well grown for finishing. Will pay Continental prices for suitable cattle.

Michael Davies, Avey Lane Farm, Waltham Abbey, Essex EN9 3QJ
Tel: 020 8508 2579
Requires OTMS cattle for conservation grazing 30months—10years old. Will collect & pay OTMS prices.

* * * * *

New Members

We should like to welcome the following new members to the society :

- * Pilkington Farms, Offley Hoo, Hoo Lane, Offley, Hitchin, Herts, SG5 3ED *
* Messrs C & J Driver, Howslack Farm, Kilbucho, Biggar, Lanarkshire, Scotland, *
* ML12 6JG *
* Mr D Green, Roebuck Farm, Highwood, Wareham, Dorset, BH20 6AR, *
* Mr & Mrs A J Richardson, Piggott Hill Farm, Lower Withington, Macclesfield, *
* Cheshire, SK11 9LD *
* Ms Polly Conroy, The Fine Beef Company, Peterley House, Little Kingshill, Great *
* Missenden, Bucks, HP16 0EB *
* Ms Rachel C Muir, 2 Dundas Crescent, Kirkwall, Orkney, Scotland, KW15 1JQ *
* Mrs Susan A Bradshaw, Maerdy Farm, Maerdy Road, Rumney, Cardiff, CF3 2EH *
* Messers C & M Hall, Woolrow Farm, Roydhouse, Helley, Huddersfield, West *
* Yorks, HD8 8LR *
* Mr J W Hall, Darnbrook Farm, Malham Moor, Settle, North Yorks, BD24 9PY *
* Mr Stephan Davies, Penfeidr Farms, Cilgwyn, Newport, Pembrokeshire, SA4 2QS *

* * * * *

Marketing Cattle

The marketing of finished and of older cattle is something that should be considered at an early stage and needs to be properly planned. Few butchers are able to pay a premium if asked whether they can take a fit beast next week—tell them what you have planned over the coming year, and you will find a significant increase in your ability to sell your stock well.

Similarly, there is now a need to plan the disposal of older cattle well. EBLEX Policy Adviser, Mark Topliff, says that English herds need to plan the disposal of their older cattle increasingly carefully over the final two years of the Older Cattle Disposal Scheme (OCDS) if they are to avoid losing out from the progressive annual reduction in compensation levels.

Official figures show that a total of 107,00 animals born before August 1996 went through OCDS in 2006. This is markedly less than expected from original national estimates of

Merchandise

NEW!! - Longhorn Models—see back page

Ties—red, blue, or green	£10+ VAT
Sweatshirts	£18+ VAT
Shirts	£20+ VAT
Caps	£10+ VAT
Pin Badges	£3 + VAT
“The History of the Breed”	
Book by Pat Stanley	£10

P & P extra

To order, contact: Sarah Slade
Southcott Farm, Chawleigh, Chulmleigh,
Devon EX18 7HP
Tel/fax: 01769 581212

surviving older cattle numbers.

Throughputs remained stable over the first half of the year, but rose sharply in the final quarter and peaked in the week before Christmas as spring-calved cows were culled following weaning and producers sought to beat the New Year compensation rate fall.

At 2006 compensation levels, OCDS disposals delivered on average £240—250 per head. From 1st January 2007, this value fell to £220 per head, and will reduce again to under £200 per head from 1st January 2008.

With large numbers of animals still on farms, and the limited slaughter capacity, pre-booking restrictions similar to the five animals per producer per day imposed in November 2006 are almost inevitable this year.

EBLEX therefore advises producers to note the lessons of last year and plan ahead. Firstly, everyone should establish precisely how many older cattle remain in their herds, identify the individuals involved and ensure the BCMS register is as complete as possible

They need to be aware that disposals in 2007 will generate higher compensation levels than in 2008. Equally they would be well advised to spread disposals across the year to avoid falling foul of any end of 2007 excess of supply over scheme capacity that could force animals to be retained until 208 and disposed of at the lower compensation rate.

For further information on the OCDS contact the Rural Payments Agency slaughter helpline on 0118 968 7333.

Royal Show **1-4th July**
Livestock Office, RASE, National
Agricultural Centre, Stoneleigh, Warks
CV8 2LZ
Tel: 024 7669 6969

Ashby de la Zouch **15th July**
Mrs L Ensor, Tithe Farm, Livery Stables,
Boundary Road,
Swadlincote, Derbyshire DE11 7BA
Tel: 01283 229225

Great Yorkshire Show **10-12th July**
Yorkshire Agricultural Society, Great
Yorkshire Showground, Harrogate HG2
8PW
Tel: 01423 541000

Kent Show **13—15th July**
County Showground, Detling, Maidstone,
Kent ME14 3JF
Tel: 01622 630975

Royal Welsh Show **23-26th July**
RWAS, Llanelwedd, Builth Wells, Powys,
LD2 3SY
Tel: 01982 554403

Heckington Show **28-29th July**
C Pinchbeck
Tel: 01529 461102

Burwarton Show **2nd August**
The Show Office, Burwarton, Bridgnorth,
Shropshire WV16 6QJ
Tel: 01746 787535

Pembrokeshire County Show **14-16th August**
Show Office, County Showground,
Withybush, Haverfordwest, Pembs SA62
4BW
Tel: 01437 764331

Monmouthshire Show **30th August**
Kay Spencer, Parclands House, Raglan,
Monmouthshire NP15 2BX
Tel: 01291 691160

Hope Show **27th August**
Mrs Hope Morris, High Nightam,
Maynestone Road, Chinley, High Peak
SK23 6AH
Tel: 01663 750318 Email:
hope.morris@lineone.net

Moreton In Marsh **1st September**
Tim Gardner, Show Office, Oxford Street,
Moreton-in-Marsh, Glos GL56 0NA
Tel: 01608 651908

National Primestock Show **17-18th November**
Mrs K M Tomlinson, Dambridge Farm,
Marchington Woodlands, Uttoxeter, ST14
8PB
Tel: 01238 820012

Royal Welsh Winter Fair **26-27 November**
RWAS, Llanelwedd, Builth Wells, Powys,
LD2 3SY
Tel: 01982 554403

Showing - Standards of Dress

Several of the major shows have written to remind all Breed Societies regarding the standards of dress expected of exhibitors.

The Shows are keen to promote high standards of stockmanship and correct attire is important. This has become particularly apparent in the Grand Parade and therefore we have been asked to remind exhibitors that all stock handlers should wear either the breed showing uniform or a white coat, together with appropriate footwear, when taking cattle in the grand parade, and indeed that they should be smartly and appropriately dressed at all times when exhibiting cattle.

Society Sale Rules

Council has agreed the following amendments to the sale rules.

The Society’s sale regulations are based on the NBA sale rules, but with additional provisions. The Society rules will be updated to include the following provisions:

- Each animal forward at a Society sale must be exposed for sale by auction before any private sale shall be permitted or recognised by the Society or the auctioneers.
- The vendor must present for sale by auction any animal catalogued for sale. Where animals catalogued are not brought forward, except with good reason as determined to the satisfaction of the Council of the Society, the Society shall reserve the right to refuse entries at subsequent Longhorn sales.
- Vendors may not enter the same animal at both Melton and Worcester autumn sales in the same year, but are free to enter different stock at both.
- Small dispersals may be accommodated at the two Worcester sales, but not at Melton Mowbray. These dispersals should be catalogued separately and sold after the official sale. The Society reserves the right to inspect cattle before a dispersal will be permitted on the same day and at the same location as a Society sale.



Producer Marketing Opportunities

The Society is charged with the promotion of the Longhorn breed. Council is keen that that promotion should be across as wide a sphere as possible. At our recent Council meeting, we discussed the opportunities available at non-agricultural events such as Game Fairs, Town and Country events, Country Living Fairs.

In 2005, the Society attended the CLA Game Fair in conjunction with two members, Andrew Nelson and Charles Sutcliffe. They provided cooked and fresh Longhorn meat and were extremely successful, selling all their anticipated volume, with some demand unsatisfied.

The Society is keen to assist members who wish to promote their own Longhorn products and would be willing to discuss ideas for a similar type of attendance at these types of events.

Members who are interested in participating are asked to contact the Secretary, Sarah Slade, to discuss further.

Tel: 01769 581212

Email: secretary@longhorncattlesociety.com



Future Sales—2007

28th April 2007

Society Spring Show and Sale at Worcester Livestock Centre

Auctioneers:

McCartneys, The Heath Meadow, Nunnery Way, Worcester WR4 0SQ

Tel: 01905 769770

11th August 2007

Production Sale—Southfield and Blackbrook herds at Southfield Farm, Yorkshire

Auctioneers:

McCartneys, The Heath Meadow, Nunnery Way, Worcester WR4 0SQ

Tel: 01905 769770

7th & 8th September 2007

Society National Show & Sale at Melton Mowbray

All cattle will be appraised. Stock must be haltered and led.

Auctioneers:

Melton Mowbray Market Auctioneers, Melton Mowbray Market,

Scalford Road, Melton Mowbray LE13 1JY

Tel: 01664 562971

22nd September 2007

Society Autumn Sale to include breeding Stock, Store Cattle and Suckled Calves

At Worcester Livestock Centre

To include pedigree led or unled stock, stores, weaned calves, steers and cross bred Longhorns

Auctioneers:

McCartneys, The Heath Meadow, Nunnery Way, Worcester WR4 0SQ

Tel: 01905 769770

Saturday 13th October 2007

2nd Mid West Group Production Sale at Taunton Market

Auctioneers:

Taunton Market Auctioneers

Mr D Biss, c/o Greenslade Taylor Hunt, Princes Street, Yeovil, Somerset BA20 1EW

Tel: 01935 423474

Other Sales of Traditional Cattle include:

12th April—Bristol Sales Centre—NBA South West Multi Breed Sale—Tel: 01905 769772

28-29th September—Frome—Traditional, Minority Rare Breeds Sale—Tel: 01228 590490