

# Salers

Cattle Society  
of the UK Ltd

Journal 2013

ISSUE 24

## Champion Male 2012



Cumbrian Red Hector

## Champion Female 2012



Manor Lane Diva



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This sale is the principal Show and Sale of the year when buyers will be in attendance from all over the UK and Northern Ireland. A particular feature of recent sales has been the commercial section which has drawn great attention to the breed as the 'ideal sucker replacement' with regular buyers now returning year on year.

For further details contact either ourselves or the Society Secretary. Wallets Marts are also recognised as the Premier Livestock Auctioneers for South West Scotland and are in a prime position to handle all your marketing requirements.

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Cumbrian Red Hector, Salers Champion Male 2012



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2012 has been my last year as Chairman of the society and in this year it has become clear to me that the "buzz" surrounding Salers is growing.

We ARE being taken seriously. In the show ring we are achieving success in interbreed classes. In the sale ring we are receiving good solid prices for our breeding females; buyers are also appreciating the value of our bulls with prices for quality on the up. In the meat market finishers are now understanding the high "meat for weight" value of Salers and once tried are coming back for more.

Our focus on High Health has not gone unnoticed within the industry.

The 2012 Premier show and sale was the first Salers Society Sale where vendors MUST be CheCS members and routinely testing for BVD and JOHNES.

Our customers want and need healthy cattle, so we will give them healthy cattle. It's all down to risk management, the smaller the risk, the greater the

opportunity for someone to give Salers a go.

The momentum of growth must continue. Council are working on health plans, marketing budgets/material and are looking at other ways of highlighting the attributes of Salers to others. Facebook and Twitter accounts have been created to spread the word throughout the internet superhighway, do "like" and "follow" us; join in you never know what you might learn.

Marketing information has been targeted at agricultural institutions around the country with positive feedback being received and an eagerness to learn more about Salers.

It was interesting to read that the 2012 Farmers Guardian "beef stockman of the year" is "tinkering" with Salers, looking for "uniformity, longevity and hardiness".

These are the guys we need to nurture. These are the guys who are our future. Commercial farmers who know their job.

In the last 3 years I have

attended many events in my role as chairman. At each event there have been members of our society that have gone to great trouble to support the breed, be it supplying cattle for display, spending time on society stands promoting the breed or just being there in support of others. These people are greatly appreciated and without them we would not be as strong as we are today. I would like to thank them, wholeheartedly, on behalf of the society.

I believe there are challenging but exciting times ahead for agriculture, I also believe the appointment of Harri Pritchard as Chairman and Rob Livesey as his vice-chair' ensures our society will continue to prosper and grow and take these challenges head on. I wish them both well in their roles.

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## The Salers Society in 2013



As the incoming Chairman, it is my pleasure to thank Rachel Hallos for the dedication and enthusiasm she brought to the Chairmanship over the past three years. In her new position as President she will remain very close to the work of the society and I value and appreciate her ongoing support and advice.

The start of 2010 saw Rachel taking up the chairman's position and myself taking on the role of vice-chair. As we took up our new positions both Rachel and I were hoping for increased awareness of Salers cattle and demand for this wonderful breed. So, at this time of change, what progress have we made?

It's certain that the Society and the Salers breed in the UK is more established than ever. This is largely down to the efforts of our members. Together we have been able to spread the word about Salers, increase our membership, set and maintain rigorous health standards and hold some very successful sales. We have made excellent inroads into the commercial sector, while continuing to improve the quality of our pedigree stock.

I'm particularly pleased to see farmers up and down the country recognising the value of Salers and increasingly turning to the breed for commercial and operational reasons. My thanks go to everyone who has worked so hard to promote the breed at shows and in the sale ring, and for being great ambassadors for the breed and the Society.

During the next two years, I would like us to work together to promote even greater awareness of the breed and its unique and valuable characteristics. I hope that by gathering and sharing knowledge, within the Society and with other Salers breeders worldwide, we can enhance both our presence and our efficiencies.

Against a backdrop of rising costs and with the spotlight simultaneously on profitability, yield, welfare and quality, our Society must be at the forefront of demonstrating that, with the right stock and with a logical, informed approach, it is possible to meet high standards in all these areas. We have much to do, but we have a solid base to build on and no shortage of skill and enthusiasm.

I will be ably supported by Rob Livesey as vice-chair. Between us Rob and I have experience of both the pedigree and commercial sectors, and we will ensure that our efforts encompass both areas.

Together we will maintain focus right across the spectrum and make sure that our Society is truly a society for all its members. With the help and support of the Council, we will work hard to deliver the Society's aims. Members can be assured that the Society will take every chance to support and promote the breed, whether formally at shows, events and sales, or informally through networking, co-operation, advertising and press releases.

I am very much looking forward to my new role, and will enjoy working with you all over my two year term of office.

**HARRI G. PRITCHARD**  
Chairman

## Salers Cattle Society of the United Kingdom Ltd - List of Members

### Area 1 - North Scotland - North of MB

*Area Rep, ETN, Tullyneddie, Mr. I. Wightman, Bankhead, Clunie, Blairgowrie, Perthshire, PH10 6SG. 01250 884281*

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**CRG, Rannagulzion:** Mr. Church, Rannagulzion Farms, Bridge of Cally, Blairgowrie, Perthshire, PH10 7JR. 01250 886359

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**MAG, Lisnamaul:** P.J. Maginn & Sons, 129 Ballydugan Road, Lisnamaul, Downpatrick, Co. Down, N. Ireland, BT30 8HG. 02844 614301

**RKB, Rakebreg:** Mr. R.J. Maguire, 54 Rakeeran Road, Rakeeranbeg, Dromore, Co. Tyrone, N. Ireland, BT78 3HN. 02882 841684

**WMM, Millrow:** W.J. & M. Maxwell, 18 Carncullagh Road, Dervock, Co. Antrim, N. Ireland BT53 8BT. 02820 741413

**NKM, Bradoge:** Mr. Noel Melly, Manger, Belleek, County Fermanagh, N. Ireland, BT93 3DJ. 02868 658879

**MRB, Ballywillan:** Mr. Robert Millar, 20 Ballywillan Road, Gleno Larne, Co. Antrim, N. Ireland, BT40 3LQ. 02828 276633

**RJM, Ardstraw:** Mr. Roy Moore, 6 Brocklis Road, Ardstraw, Omagh, Co. Tyrone, BT78 4LS. 07771 808380

**GBM, Coalhill Salers:** Gerard & Brenda Mullarkey, 64 Coalhill Road, Lisnaskea, Co. Fermanagh, Northern Ireland, BT92 5AE. 02867 721958 07791 850334

**EPK, Elm Park:** Denver Reid, 31 Elm Park Road, Killylea, Co. Armagh, N. Ireland, BT60 4PE. 02837 568353 / 07871 381524

**SIT, Deersleep:** Mr. S. Thompson, 11 Tattynure Road, Omagh, Co. Tyrone, N. Ireland. BT79 7TP. 02882 247227

**NOW, Knowe:** Messrs. T. & D. Wilson, Braemount, Enagh, Mowhan, Co. Armagh, N. Ireland BT60 2EN. 02837 507659

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**CNP, Nab Point:** W. & M.M. Case & Sons, Plumpton Cottage Farm, Ulverston, Cumbria, LA12 7SH. 01229 861030 / 07777 564208

**LWH, Lowick Hall:** Mr. Conor Colgan, Lowick Hall Farm, Lowick, Berwick-upon-Tweed, Northumberland, TD15 2UA. 01289 388523

**NDC, Bowderdale:** D. Curr & Son, Bowderdale Head, Newbiggin-on-Lune, Kirkby Stephen, Cumbria, CA17 4NB. 01539 623333

**PSD, Ravensdale:** Mr. Philip Dean, Hill Farm, Heaton, Bolton, Lancs, BL1 5DN. 01204 846855

**AYN, Aynsome:** Mr. G.H. Dixon, Borwick Aynsome, Cartmel, Grange-over-Sands, Cumbria, LA11 6HG. 01539 536514

**JAD, Driff:** J.A. Driffield & Son, Huntwich Grange Farm, Streethouse, Pontefract, West Yorkshire, WF7 6ES. 01924 894869 / 07889 778455

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**GOW, Approach Farm:** Angus Gowthorp,e Approach Farm, Hollicrans, Escrick, York, Y019 6EE. 07971 795762

**JPJ, Lochdougan:** J.P. & J. Hutchinson, Spikers Hill Farm, West Aytton, Scarborough, N. Yorks, Y013 9LB. 01723 862537

**CHS, Clough Head:** Mr. Raymond Houghton, Clough Head Farm, Edgworth, Bolton, Lancs, BL7 0JN. 01254 704758

**POL, Parkfield:** G. & O. Lawrenson, Parkfield Lodge, Mosshouse Lane, Pilling, Preston, Lancs, PR3 6BX. 01253 790328 / 07901 822412

**DIL, Oaklands:** M.J. & D.I. Livingstone, Far Hills, The Plains, Wetheral, Nr. Carlisle, Cumbria, CA4 8JY. 01228 560518

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## Show Results

### Cow in Calf or With Calf at Foot

- 1st Unity, J. Elliott
- 2nd Babette, G. McCall
- 3rd Clarine, G. McCall
- 4th Alliance, J. Elliott

### Heifer born on or before 31st December 2010

- 1st Fiere, G. McCall
- 2nd Drumlegagh Corrisa, G. Wilson
- 3rd Drumlegagh Daniella, J. Elliott
- 4th Carrick View Flo, G. McCall
- 5th Carrick View Felletin, J. Compston
- 6th Lisnamaul Debbie, P.J. Maginn & Sons
- 7th Lisnamaul Danielle, P.J. Maginn & Sons
- 8th Manusmore Kala, G. Wilson

### Heifer born on or after 1st January 2011

- 1st Drumlegagh Elyna, J. Elliott
- 2nd Drumlegagh Eve, J. Elliott
- 3rd Emerald Imelda, D. McClements & Sons
- 4th Emerald Hayley Poll, D. McClements & Sons
- 5th Lisnamaul Eimear, P.J. Maginn & Sons
- 6th Carrick View Gaultier, G. McCall
- 7th Ballykeel Honey, Seamus Connell

### Bull up to 2 years on day of show

- 1st Emerald Icarus, D. McClements & Sons

### Bull over 2 years old on the day of show

- 1st Fanfan, J. Elliott
- 2nd Lisnamaul Buster, P.J. Maginn & Sons

### Pair of Animals, bona fide the property of one exhibitor (SCS Cup)

- 1st Alliance & Fanfan, J. Elliott
- 2nd Clarine & Babette, G. McCall
- 3rd Lisnamaul Eimear & Lisnamaul Debbie, P.J. Maginn & Sons

### Best Home Bred Animal (Walleys Marts Shield)

- Lisnamaul Buster, P.J. Maginn & Sons

### Junior Breed Champion (Highways Hotel Cup)

- Champion Drumlegagh Elyna, J. Elliott

### Reserve Champion

- Emerald Icarus, D. McClements & Sons

### Show Champion (Highways Hotel Cup)

- Champion Unity, J. Elliott

### Reserve Champion

- Fiere, G. McCall

### Judge: Rob Livesey, Melrose

An excellent line up of Salers cattle was to be found in the exhibitors hall at the Balmoral Show, Rob Livesey stepped in to judge the Salers after Jock Watson had to stand down due to ill health.

### A SALERS CROSS HEIFER WON THE NORTHERN IRISH ASDA/ABP BEEFLINK STEAK COMPETITION.

The steak from a 23 month old Salers sired heifer won the top accolade in the first Asda/ABP Beeflink steak competition of the summer season at the Royal Ulster Show. The steak came from a 343kg carcass consigned to ABP's Lurgan abattoir by Downpatrick based Brendan Starkey, the carcass graded U-3. This highlights the quality of meat the breed produces.



Brendan Starkey receiving his prize from Ainsley Harriott, Celebrity Chef and Jim Viggars from ASDA

Established and new breeders brought out a quality entry in the Salers rings to impress Judge Rob Livesey who travelled from the Scottish Borders to attend the 144th Annual Balmoral Show.

He found his pick of the day in the mighty brood cow "Unity" from John Elliott and family, Newtownstewart. This imported French cow has enjoyed an amazing show career to date chalking up an incredible 5 Breed Championships at Balmoral.

George McCall travelled from Armagh to enjoy a successful show laying claim to the Reserve Supreme Championship with his French heifer "Fiere". This heifer was

purchased recently as a new bloodline for the Carrick View herd.

"Drumlegagh Elyna" secured the Junior Championship for the Elliott Family.

This smart homebred heifer is sired by the herd's senior stock bull Blason and out of Drumlegagh Rosy.

D Clements & Sons, Portaferry were in Reserve position in the Junior Championship with their quality yearling bull "Emerald Icarus". This red ticket winner was bred by the exhibitor, and sired by the French bull Turbulent.

Laying claim to the award for the best entry bred by exhibitor was P.J. Maginn and Sons, Downpatrick. This was for their five year old stock bull "Lisnamaul Buster" which is by Omer.

The Best Pair came from the Drumlegagh herd of John Elliott with George McCall standing in reserve position.

### Best Home Bred Animal- Lisnamaul Buster



# Northern Ireland Show Results 2012

**Sticky conditions at Clogher Valley Show 2012**



## CLOGHER VALLEY SHOW 2012

**Class 217 cow in calf or with calf at foot**  
 1st J. & E.A. Elliott  
 2nd George McCall  
 3rd J. & E.A. Elliott  
 4th George McCall

**Class 218 Calf Bull/Heifer born in the Year of Show**  
 1st George McCall  
 2nd J. & E.A. Elliott  
 3rd P.J. Maginn  
 4th Seamus Connell

**Class 219 Heifer**  
 1st P.J. Maginn  
 2nd J. & E.A. Elliott  
 3rd J. & E.A. Elliott  
 4th Seamus Connell

**Class 220 Heifer**  
 1st George McCall  
 2nd George McCall

**Class 221 Bull**  
 1st P.J. Maginn

**Class 222 Pairs**  
 1st George McCall  
 2nd J. & E.A. Elliott  
 3rd P.J. Maginn  
 4th Seamus Connell

**Champion** George McCall  
**Reserve** J. & E.A. Elliott

## SAINTFIELD SHOW 2012

Judge: Mr William Snodgrass, Strabane

**The Wilson Conservation Cup  
 Champion Exhibit in the Salers Section**  
 P.J. Maginn & Sons, Downpatrick – Lisnamaul Buster

**The Wilson Conservation Cup  
 Reserve Champion Exhibit in the Salers Section**  
 George McCall, Armagh – Fiere



Lisnamaul Buster



Reserve & Champion at Saintfield Show 2012

**Class No. 213. Cow in calf or calf at foot**

1st George McCall, Armagh – Babette (30/01/06) S – Unkaei D - Orchidee  
 2nd George McCall, Armagh – Clarine (25/02/07) S – Tresor D - Prince  
 3rd P.J. Maginn & Sons, Downpatrick – Lisnamaul Barbie (03/04/08) S – Omer D – Lisnamaul Rita  
 4th P.J. Maginn & Sons, Downpatrick – Lisnamaul Anna (06/01/07) S – Lisnamaul Spud D – Campsmount Nonsense

**Class No. 214. Heifer born on or before 31st Dec 2010**

1st George McCall, Armagh – Fiere (18/10/09) S – Caramel D – Comtesse  
 2nd James Compston, Armagh – Carrick View Felletin (29/03/10) S – Colombo D – Carrick View Babe  
 3rd P.J. Maginn & Sons, Downpatrick – Lisnamaule Debbie (06/05/10) S – Ballynarry Samul D – Lisnamaul Mint  
 4th George McCall, Armagh – Carrick View Flo (14/01/10) S – Colombo D – Clarine

**Class No. 215. Heifer born on or after 1st Jan 2011**

1st P.J. Maginn & Sons, Downpatrick – Lisnamaul Eimear (30/03/11) S – Lisnamaul Aston D – Lisnamaul Barbie  
 2nd D. McClements, Portaferry – Emerald Hayley (01/01/11) S – Emerald Popeye D – Sligo Hallie  
 3rd D. McClements, Portaferry – Emerald Imelda (16/02/11) S – Corlurgan Iden D – Sligo Imela  
 4th Seamus Connell, Rathfriland – Ballykeel Honey (29/03/11) S – Drumlegagh Angus D – Drumlegagh Safron

**Class No. 216. Bull under 2 years (see also class no. 160)**

1st D. McClements, Portaferry – Emerald Icarus (25/02/11) S – Turbulent D – Sligo Ikea

**Class No. 217. Bull any age**

1st P.J. Maginn & Sons, Downpatrick – Lisnamaul Buster (27/01/08) S – Omer D – Campsmount Nonsense

## BALLYMENA 2012

JUDGE: Mr David Clarke, Co West Meath  
 Section supported by McKerrill Neilly

**78 Bull or Heifer Calf, born on or after 1st September 2011.**

1 George McCall with 'Carrick View Meloise'  
 2 J. & E.A. Elliott with 'Drumlegagh Fern'  
 3 George McCall with 'Carrick View Hermoine'

**79 Cow in calf or with own calf at foot.**

1 J. & E.A. Elliott with 'Unity'  
 2 George McCall with 'Babette'  
 3 George McCall with 'Clarine'

**80 Heifer born on or before 31st December 2010.**

1 George McCall with 'Fiere'  
 2 J. & E.A. Elliott with 'Drumlegagh Daniella'  
 3 George McCall with 'Carrick View Flo'

**81 Heifer born on or after 1st Jan 2011 and on or before 31st Aug 2011.**

1 J. & E.A. Elliott with 'Drumlegagh Eve'  
 2 P. Joseph Maginn & Sons with 'Lisnamaul Eimear'  
 3 D. McClements & Sons with 'Emerald Imelda'

**82 Bull born on or before 31st August 2011.**

1 J. & E.A. Elliott with 'Fanfan'  
 2 P. Joseph Maginn & Sons with 'Lisnamaul Buster'  
 3 Thomas Kelly with 'Ashcroft Turbo'

**83 Pair.**

1 George McCall; 2 J. & E.A. Elliott; 3 Thomas Kelly

**84 Champion Salers - Prize money sponsored by MCKERRILL NEILLY, Ballymena. Champion** – George McCall with 'Fiere'  
**Reserve Champion** – J. & E.A. Elliott with 'Unity'

**SPECIALS (presented on show day)**

**The SALERS CATTLE SOCIETY** - trophy for the exhibitor of the Best Pair of Salers – George McCall.

**The SALERS CATTLE SOCIETY and P&O FERRIES** - trophy for the Champion Salers in Show – George McCall.

**The SALERS SOCIETY CATTLE SOCIETY and P&O FERRIES** - trophy for the Reserve Champion Salers in show – J. & E.A. Elliott.

**The BILL CRUIKSHANKS** - shield for the Best Home Bred Salers – J. & E.A. Elliott

## CASTLEWELLAN SHOW 2012

'Fiere' Champion at Ballymena, Armagh, Omagh & Clogher Valley. Reserve at Balmoral & Saintfield.



**Salers Classes sponsored by Hilltown Attested Sales Company**

**Cow:** 1. George McCall

**Heifer born before 2011:** 1. George McCall,

**Heifer born in 2011:** 1. P.J. Maginn & Sons

**Junior Bull:** 1. D. McClements & Sons

**Senior Bull:** 1. P.J. Maginn & Sons,

**Bull or Heifer Calf born 2012:** 1. P.J. Maginn & Sons

**Pair of animals:** 1. George McCall

**Group of 3:** 1. George McCall

**Best N.I. Bred:** P.J. Maginn & Sons

**Champion:** George McCall;

**Reserved Champion:** P.J. Maginn & Sons

## ARMAGH SHOW 2012



**50. Bull** J. Maginn – Lisnamaul Buster

**51. Cow** G. McCall - Clarine; 2 G McCall - Babette

**52. Heifer**

1 G. McCall - Fiere;  
 2 G. McCall - Carrickview Flo;  
 3 J. Compston - Carrickview Felletin

**53. Calf**

1 G. McCall - Carrickview Heloise  
 2 J. Maginn - Lisnamaul Buster  
 3 G. McCall - Carrickview Hermione

**Champion:** G. McCall Fiere

**Reserve Champion:** J. Maginn Lisnamaul Buster

## OMAGH SHOW 2012

**Champion and winner of Gormely Motors Perpetual Challenge Cup**

Messers J. Elliott with Alliance

**Reserve Champion and winner of the Boyd Bedding Cup**

Mr. G. McCall with Fiere  
 2nd Reserve - Mr P.J. Maginn & Sons with Lisnamaul Eimear

**Class 78 Bull, Any age**

1st Messers J. Elliott, Drumlegagh Dynamite.  
 2nd Messers T. & J. Kelly, Ashcroft Rusty

**Class 79 Cow, 3years old and over.**

1st Messers J. Elliott, Alliance.  
 2nd Mr P.J. Maginn & Son, Lisnamaul Barbie.  
 3rd Messers T. & J. Kelly, Charmante.

**Class 80 Heifer, born before 1 January 2011**

1st Mr G. McCall, Fiere.  
 2nd Mr J. Compston, Carrick View Fellehn.  
 3rd Mr G. McCall, Carrick View Flo

**Class 80 Heifer, born after 1 January 2011**

1st Mr P.J. Maginn & Sons, Lisnamaul Eimear.  
 2nd Messers J. Elliott, Drumlegagh Eve.  
 3rd Messers J. Elliott, Drumlegagh Elyna.

**Class 82 Pair of Animals.**

1st Messers J. Elliott.  
 2nd Mr G. McCall

# Northern Ireland Show Results 2012

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# Welshpool Spring Sale 2012

Judge: D Gilder, Gloucester

Bulls averaged 3300gns at the Welshpool Spring Sale 2012. Females average 2500gns.

The show champion was a two year old bull **Glynne Hall Dynamite** bred by T.T. Jones & Son, Glyn Farm, Llanidloes, Powys a powerful bull which made 3000gns in the ring. The reserve champion bred by Peter Donger of Towcester **Seawell Faroh** made 3600gns. Both animals quality examples of the Salers breed. Rigel Ballerina, from Rigel Pedigree in North Yorkshire, sired by Sagitaire was female champion.

## SHOW RESULTS

### Bulls

#### 1st Glynne Hall Dynamite

T.T. Jones & Son,  
Glyn Farm, Powys

#### 2nd Seawell Faroh

P.M. & S.M. Donger,  
Seawell Grounds,  
Towcester

#### 3rd Seawell Fraser

P.M. & S.M. Donger,  
Seawell Grounds,  
Towcester

### Heifers

#### 1st Rigel Ballerina

Rigel Pedigree,  
Levenfields,  
N. Yorkshire

#### 2nd Rigel Babette

Rigel Pedigree,  
Levenfields,  
N. Yorkshire



Show Champion - **GLYNNE HALL DYNAMITE**  
Sire Mock Arwyn – Dam Cuil Vixen



Reserve Show Champion - **SEAWELL FAROH**  
Sire Trafalgar – Dam Viennoise



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## The First Ever Castle Douglas Spring Sale 2012



Top selling WHITEBOG FURY

The society, in association with the Wallets Marts, staged their first annual spring sale of Salers Cattle at Castle Douglas on Saturday 26th May 2012.

A good ring side of breed enthusiasts were present from Scotland, England, Ireland and Wales.

Commercial cattle sold well whilst pedigree bulls were a more selective trade.

Topping the sale at 7000gns was Whitebog Fury from Mr A. McKenzie, Whitebog, Fortrose. This March 2010 born bull is out of the French import Bijou.

His dam, Whitebog Winnie, is now 18 years old and is currently rearing her 16th calf. Buyers were Rob and Kath Livesey, Firth Farm, Melrose. Next up at 4600gns was Seawell Fitzpatrick, a February 2010 born bull, consigned by P.M. & S.M. Donger, Seawell Grounds, Foxley, Towcester.

This Trafalgar sired son was purchased by Messrs Maginn, Northern Ireland.

Messrs McKenzie, Whitebog, Fortrose sold their first pedigree female in the shape of Whitebog Gina.

This March 2011 born Heifer made 2400gns to Garpel Farms, Cumnock.

In the commercial section a grand run of ten two year old heifers with calves at foot from R. & K. Livesey, Firth farm, Melrose topped at £2250 selling to Alex Wright, Pinmore Mains.

Bulling Heifers topped at £1050 from Poldean whilst yearling heifers from Mains of Penninghame topped their section at £1000.

### Sale Averages:

6 Ped Salers Bulls averaged **£4305**

1 Ped Saler Heifer averaged **£2520**

10 Salers Heifers with Calves at foot averaged **£1945**

29 Salers maiden Heifers averaged **£838.28**



*CUIL DANNY sold to Alan Howatson at Castle Douglas, 2012*

**We will have more of these cross heifers for sale in Castle Douglas in November**



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*"Ye're Aye Welcome at The Cuil"*

## The 21st Annual Autumn Sale Castle Douglas

This special occasion took place at Wallets Marts and was a great success.

The two top price bulls at **4,800gns** was from **David Watson**, Darnford, Banchory, Aberdeen with **Darnford Dynamite**, an 18month old bull sired by Chapelpark Ali out of Precieux daughter Drumlegagh Bea bought by J. Howatson of Newton Stewart and **Rob & Kath Livesey**, Firth Farm, Lilliesleaf, Melrose with **Cleuchhead Archer**, a 18month old bull sired by Poldean Vince out of Cleuchhead Gentle 6th Archers dam was 1st in class at the Royal Highland Show this year bought by Baillie & Co in Orkney.

The top price female at **6,000gns** came from **Farmstock Genetics**, Overwhitlaw Farm, Selkirk with **Cumbrian Volute 496**, DOB 6/9/10 this heifer is Al'd to Cumbrian Joker (Homozygous Poll Bull) exported to France Sire Vaillant was Champion Paris, Royal England & Great Yorkshire Show Dam Fisher Volute 403 one of the best families in the breed, having bred Royal England and RHAS Champions This fine heifer went to James Morton & Son, Kaeside, Melrose

The **Show champion, Whitebog Glenlivet** made **4,200gns** from from **Alistair McKenzie**, Fortrose, Highland Born March 2011, this one is by Seawell Diplomat and is out of the Uni daughter Whitebog Claire and was knocked down to J McIntosh, Stranraer

Commercial heifers sold to a top of £1800 for calving heifers and then £1400 for bulling heifers.

#### SALE AVERAGES:

7 pedigree in-calf heifers £3210;  
6 pedigree bulling heifers £2948.75; 18 bulls £3581.67.

#### SHOW RESULTS

*Judge: Laurent Anitgnac, France*

##### Class 1 – Senior Heifer

- 1st Cumbrian Vermille 520 Poll, Farmstock Genetics, Selkirk
- 2nd Cumbrian Volute 496, Farmstock Genetics, Selkirk
- 3rd Shannon Eileen, Mr E.J. Lowman, Holsworthy, Devon

##### Class 2 – Junior Heifer

- 1st Seamore Gluvine, J. & S. Manners, Hawick
- 2nd Seamore Glenista, J. & S. Manners, Hawick
- 3rd Seamore Gladioli, J. & S. Manners, Hawick

##### Class 3 – Senior Bull – Born 2010

- 1st Rigel Quezac, Rigel Pedigree, Levenfields, N. Yorkshire
- 2nd Cumbrian Peal Scurr, Farmstock Genetics, Selkirk
- 3rd Approach Farm Diago, Approach Farm, York

##### Class 4 – Senior Bull – Born up to 28 February 2011

- 1st Seawell Guardian, P.M. & S.M. Donger, Seawell Grounds, Towcester
- 2nd Manor Lane Erogon, Mrs C. Fox, Manor View, Newark
- 3rd Seawell Gladiator, P.M. & S.M. Donger, Seawell Grounds, Towcester

##### Class 5 – Junior Bull – Born 1-31 March 2011

- 1st Whitebog Glenlivet, A. McKenzie, Fortrose
- 2nd Darnford Dynamite, D. Watson, Banchory
- 3rd Cleuchhead Archer, R. & K. Livesey, Melrose

##### Class 6 – Junior Bull – Born from 1 April 2011

- 1st Cleuchhead Adam, R. & K. Livesey, Melrose
- 2nd Seawell Farfield, P.M. & S.M. Donger, Seawell Grounds, Towcester
- 3rd Cuil Einstein, Mr G.S. McClymont, Newton Stewart

**Champion Female –** Cumbrian Vermille 520 Poll, Farmstock Genetics, Selkirk

**Resrve Champion Female –** Cumbrian Volute 496, Farmstock Genetics, Selkirk

**Champion Bull and Junior Champion Bull** Whitebog Glenlivet, A. McKenzie, Fortrose

**Resrve Champion Bull and Senior Champion Bull**

Seawell Guardian, P.M. & S.M. Donger, Seawell Grounds, Towcester

**Show Champion –** Whitebog Glenlivet, A. McKenzie, Fortrose

**Reserve Show Champion –** Cumbrian Vermille 520 Poll, Farmstock Genetics, Selkirk



**WHITEBOG GLENLIVET**  
*Supreme Champion Castle Douglas Premier Sale 2012*

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Winning the first class of Salers was Whitebog Geronimo from Alistair MacKenzie (lot 10), a son of Seawell Diplomat out of Whitebog Sheila, a Lascar daughter. Second spot went to Rigel Popeye (lot 2) from The Pye family, this one is by Rigel Duncan and out of Rigel Pascal, a Rigel Othello and third in was Drumaglea Zenith (lot 1), this is by Sancy Sim and is out of Rigel Mithrill. Geronimo topped the sale at 5,500gns.

In the second class the winner was Drumaglea Aristocrat (lot 11), an Ublo son out of Drumaglea Pearl, a Preenbank Neptune daughter. He sold for 3,400gns.

Taking the championship was the winner of the first class, Whitebog Geronimo, with second placed Rigel Popeye in reserve.



Whitebog Geronimo

### SHOW RESULTS – Judge: IAN BELL

#### Class 1 – Bulls born on or before 31 March 2011

- 1st Whitebog Geronimo, A. MacKenzie, Fortrose
- 2nd Rigel Popeye, Rigel Pedigree, Levensfield, N. Yorkshire
- 3rd Drumaglea Zenith, P. Boyd, Isle of Tiree

#### Class 2 – Bulls born on or after 1 April 2011

- 1st Drumaglea Aristocrat, P. Boyd, Isle of Tiree
- 2nd Whitebog General, A. MacKenzie, Fortrose

#### Class 3 – Heifers born on or after 1 March 2011

- 1st Rigel Teal, Rigel Pedigree, Levensfield, N. Yorkshire
- 2nd Rigel Penny, Rigel Pedigree, Levensfield, N. Yorkshire
- 3rd Rigel Candice, Rigel Pedigree, Levensfield, N. Yorkshire

#### Overall Male Champion

Whitebog Geronimo,  
A. MacKenzie, Fortrose

#### Overall Reserve Male Champion

Rigel Popeye, Rigel Pedigree,  
Levensfield, N. Yorkshire

#### Overall Female Champion

Rigel Teal, Rigel Pedigree,  
Levensfield, N. Yorkshire

#### Overall Reserve Female Champion

Rigel Penny, Rigel Pedigree,  
Levensfield,  
N. Yorkshire



Rigel Popeye

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Sioned and I recently had the pleasure of working with Dai Jones and the team from Cefn Gwlad, taking part in the making of a programme for S4C about Salers cattle. We spent an enjoyable few days filming and got to experience just how much hard work and footage goes into the making of a TV show.

This great opportunity came about as a result of a chance conversation at the Royal Welsh Show. Dai Jones, the presenter of Cefn Gwlad and a farmer himself, dropped in at the Salers stand. While chatting about Salers cattle I mentioned that it's fascinating to see how they are managed in the Auvergne. Dai thought this would make a good programme and got in touch after the show to arrange to come and film with us.

The Cefn Gwlad team asked us to film some footage at home, with our own Felin Salers, and to arrange a four day itinerary of farm visits in France, ending with a day out at the National Salers Show. With help and support from our French contacts, we put a schedule together and eagerly awaited the arrival of the film crew.

We were blessed with beautiful weather for the day of filming at home. The film crew arrived bright and early and the cameras were rolling. We were asked to try to be completely natural and forget that we were being filmed.

That's not easy when you're trying to walk and talk, at the same time, into camera, wearing a radio microphone and being followed around by a sound man with what looks like a furry hat on a stick, but the crew were very friendly, completely professional and soon put us at our ease.

Our cattle were out enjoying their summer grazing so we took lots of footage around the farm.

We rounded off the first day together with a relaxed, home cooked meal of "lobscous", made with our own Salers beef and



Harri, Sioned and Dai with the Parsoire family

accompanied by some good red wine.

Early the next morning, we all flew out from Liverpool to Limoges airport and picked up a couple of hired cars to drive down to Salers. A good cameraman is always on the lookout for great shots; every so often, the crew would suddenly pull over because there was a great piece of sweeping road or a good backdrop of trees to film! We started to realise that what looks so seamless on a TV programme is actually put together very carefully with a lot of attention to detail.



Coming in for milking

Lined up in the barn

Waiting to be let in!

Being tied after suckling

Our first visit was to the Parsoire farm in Pleux, Cantal. It's a family enterprise, with mother, father and two sons all helping to milk the 50 strong herd.

Dai and the crew were fascinated to see how milking is done here.

The cows walk in to be milked and calmly take their places in the barn.

As each cow is due for milking her calf is walked in and put next to her. To encourage the cow to let down her milk, the calf is allowed to suckle for a short time before being tied next to the cow.

During milking, salt is put on the calf's back to encourage the cow to lick the calf.

After milking is over, the calf is allowed to suckle again briefly



It's a hard life in front of the lens you know!

before cow and calf are turned out again separately.

The quiet temperament of the animals and the skill of their handlers is wonderful to see.

The cows are relaxed and the handlers are able to easily pick out each cow's calf and walk it (without haltering) into the barn.

What a great endorsement for the Salers breed and for traditional stockmanship.

Dai and the crew thought it was fabulous footage for the programme. At the time of our visit, the calves were only a month away from being fully weaned, with the heifer calves kept to grow on and the bull calves sold on to a finisher.

After all that travelling, we were looking forward to a good meal and a hot bath, so it was off to the hotel in Auriac to relax, chat about the day's filming and go over the schedule for the next day.



Olivier & Christelle's gorgeous Charolais x Salers



With Olivier & Christelle and chief fixer, Laurent!

Back to business! Bright and early on Thursday morning, we set off to meet Olivier and Christelle Andrieu at Ruzolles, their farm in St Bonnet

de Salers. Olivier and Christelle run 80 head of Salers put to a Charolais bull, producing quality cattle.

They also bought in the entire pedigree herd of 80 Salers from Monsieur Dauzet on his retirement.

M. Dauzet wished to sell his herd intact, as is common in France, so these cattle have not actually had to move house! They are now owned and managed by Olivier



and Christelle, but M. Dauzet can still open the window and see "his" cattle on the land.

Our final call on Thursday was high in the mountains, at the farm of Guy and Marie-Jo Chambon in St Martin Valmerouz. We got to stretch our legs, walk off some of that superb French wine and food and appreciate the clean mountain air and the ever present sound of the cow bells.

We got some excellent footage of cows being milked directly out on the pasture in the most traditional way, with the calf tied to the cow's front leg.

Milking here is a tourist attraction. We met other summer visitors on the hill who had also come to see the tradition.

Guy and Marie-Jo literally live with their cattle all year round. During

the summer months, they live and work up on the mountain, milking with a tractor driven milking machine and carrying the milk back to the homestead in the transport box.

All of their milk is used directly for the production of Salers cheese. At the end of the summer, they and the cattle come down from the mountains and overwinter, until spring comes and they move



back up to the mountain to start the milking and cheesemaking season over again.

It was great to be able to record this traditional and unique lifestyle while there are still families living and working this way.

Friday saw us at the showground, doing some preliminary set up for filming on the following day.

Nothing is left to chance, so the crew were working out the best camera angles and the show events that they wanted to cover.

Once they were happy with the set up, we were back over to Salers to film some outdoor and travelling shots. Apparently my white knuckles and the slightly nervous look on my face when Dai Jones was driving us was very amusing ... never mind, hopefully those shots will end up on the cutting room floor!

Saturday was the big day of the show. Before hitting the showground, the crew wanted to film a traditional outdoor market, so it was off to Mauriac with Sioned as their guide.

Live fish, fresh chickens, hanging game and all the ambience of the French marketplace was captured on



film, complete with the striking of the town hall clock at 12pm.

Back at the showground, we took lots of footage of the pens, around the show in general and filmed a cow and calf class.

There were some superb Salers present, and we even got to see the 'triple purpose' breed in action pulling a cart.

Note the harness - it goes around the top of the head rather than around the shoulders.



*"Dressed in their best"*

**NOW WE KNOW WHAT THOSE HORNS ARE FOR!**

Just to finish off our trip, we were approached by the local French TV station, so I gave my first (and probably last) ever interview to foreign media. So, to recap, that's a Welshman speaking English to a French audience. Hopefully they added subtitles when it was broadcast!

With the filming wrapped up, we got back into Liverpool on Sunday, weary but really pleased with the results. We hope it has made a fantastic programme for Cefn Gwlad and shown off the unique qualities of the Salers breed.

We certainly enjoyed the experience and are looking forward to watching it. We're told that the footage will be made into a 1 hour special, due to air around April 2013.

Special thanks go to Dai Jones and his crew, who were wonderful to work with and made us feel very comfortable. Thanks also to Laurent Antignac.



*Being wired for sound*



*Enjoying the show*



*Filming in the crowd*

*We couldn't visit Salers without seeing this man*



*This is ERNEST TYSSANDIER d'Escous, credited with being the first person to start improving Salers with a selective breeding programme. His statue is in the town square.*



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# Royal Highland Show 2012

Judge: Keith Jempson, Banbury

A very wet and windy Royal Highland Show did not deter the show classes where an excellent display of Salers cattle were on show. Just as the animals assembled the heavens opened and neither man nor beast could avoid the horizontal deluge that followed.

## Show Results

### Female born on or before 1st January 2011

- 1st Cumbrian Jolie 536, B. Walling
- 2nd Seamore Gladioli, J. & S. Manners
- 3rd Seamore Glitter, J. & S. Manners
- 4th Poldean Dee, W. Davidson
- 5th Cleuchhead Hope, R. & K. Livesey
- 6th Cleuchhead Mhairi 13th, R. & K. Livesey

### Female born or between

#### 1st Jan & 31st Dec 2010

- 1st Cleuchhead Mhairi 10th, R. & K. Livesey
- 2nd Cumbrian Volute, B. Walling
- 3rd Cumbrian Vermille 374, B. Walling
- 4th Poldean Cutie, W. Davidson
- 5th Cumbrian Rouge 523, B. Walling

### Female born on or between

#### 1st Jan & 31st Dec 2009

- 1st Poldean Bett, W. Davidson
- 2nd Poldean Babs, W. Davidson

### Female born on or before 31st Dec 2008

- 1st Cleuchhead Gentle 8th, R. & K. Livesey
- 2nd Poldean Udy, W. Davidson

### Bull born on or after 31st March 2011

- 1st Cleuchhead Atomic, R. & K. Livesey
- 2nd Cleuchhead Aled, R. & K. Livesey

### Bull born on or after 31st March 2011

- 1st Seamore Glenfidich, J. & S. Manners

### Bull born on or before 31st December 2010

- 1st Seawell Fortune, R. & A. Crockett
- 2nd Charlemange, D. Watson
- 3rd Cumbrian Red Hector, B. Walling

The Best Pair of Animals went to R. & K. Livesey

The Best Team of Three went to W. Davidson

Junior Male Champion (Cuil Claret Jug) Cumbrian Red Hector, B. Walling

Junior Female Champion (Lochdougan Trophy) Cumbrian Volute

Champion Male (Rumenco Perpetual Trophy) Seawell Fortune, R. & A. Crockett

Champion Female (QET Perpetual Trophy) Cleuchhead Mhairi 10th, R. & K. Livesey

Show Reserve Champion (Salers Bell) Cumbrian Red Hector, B. Walling

Show Champion (Swardsman Perpetual Trophy) Seawell Fortune (right), R. & A. Crockett

The Stockmans Cup went to Katie Jo Nixon, for an excellent job controlling her animal in the ring when the numbers board clattered to the ground in the wet and windy weather!

Salers came fourth in the **Beef Cattle Junior Interbreed Championship** with **Cumbrian Red Hector, B. Walling** and fifth in the **Beef Cattle Pairs competition** with **Seawell Fortune, R. & A. Crockett** and **Poldean Babs, W. Davidson**.



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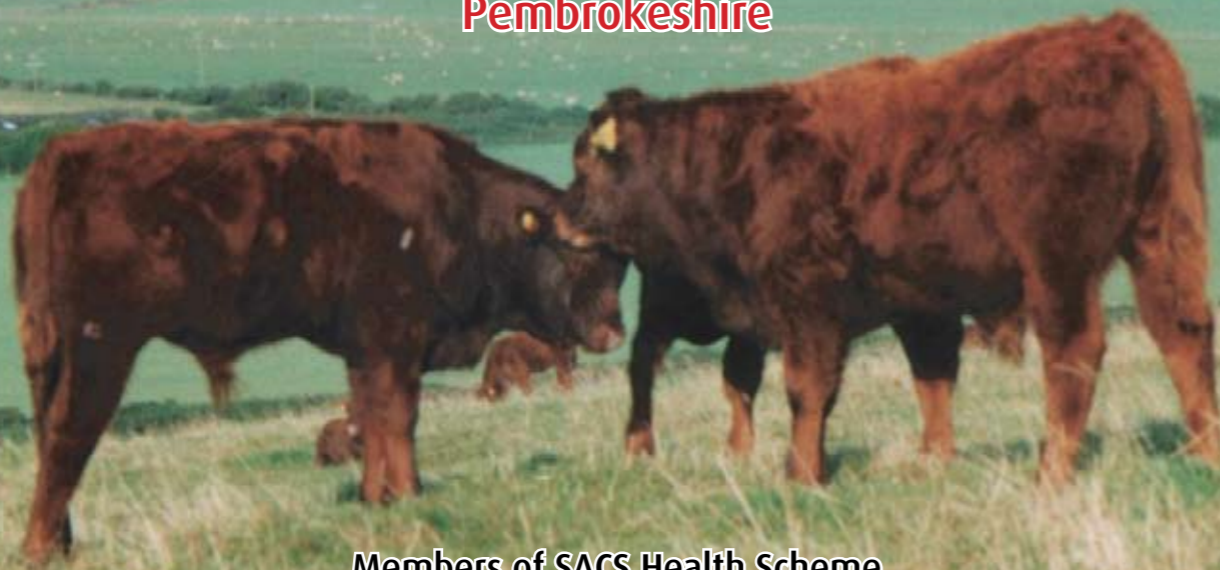
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## Great Yorkshire Show

Judge: Donald Gilder,  
Cheltenham, Gloucestershire

Despite the show being cancelled after the first day due to the adverse weather, the cattle show classes did take place, albeit in rather wet, muddy judging rings! The interbreed championships took place without a public audience on the second day of the show.

Salers had 43 entries for this show, the third largest entry of continental breeds! We aim to be the second or THE largest continental entry for 2013!

Judge, Donald Gilder - was pleased with the animals forward and commented on the quality of the heifers coming through ready to do their job. This was emphasised by the commentary of the Salers breed - a breed slowly making pace in the industry, becoming more and more popular on their own merits of a great suckler breed, easy calvers and good maternal traits all round.

### SHOW RESULTS

#### Bull born before 1 January 2011

- 1st Cleuchhead Zoro, Beeston Hall Farms, S. & R. Hallos
- 2nd Cumbrian Hector Red, Farmstock Genetics, B. Walling
- 3rd Approach Farm Duke, P.W. Gowthorpe

#### Bull born on or after 1 January 2011

- 1st Manor Lane Ergon, C.A. Fox
- 2nd Seawell Gigolo, P.M. Donger
- 3rd Seamore Glenfidich, J. & S. Manners

#### Cow born on or before 31 December 2009, in milk or in calf

- 1st Manor Lane Spirit, C.A. Fox
- 2nd Hampton Ivy, W. Burrows

#### Heifer born or after 1 January 2010

- 1st Manor Lane Diva, C.A. Fox
- 2nd Beeston Hall Dena, Beeston Hall Farms, S. & R. Hallos
- 3rd Seawell Fiji, P.M. Donger

#### Heifer born on or after 1 January 2011

- 1st Seawell Gale, P.M. Donger
- 2nd Cumbria Jolie, Farmstock Genetics, B. Walling
- 3rd Seamore Gladioli, J. & S. Manners

#### Group of three - L'Ansons Trophy

- 1st Farmstock Genetics, B. Walling
- 2nd P.M. Donger
- 3rd C.A. Fox

#### Pair of animals by the same sire - Jock Watson Trophy

- 1st Beeston Hall Farms, S. & R. Hallos - sired by Seawell Daimler
- 2nd Farmstock Genetics, B. Walling - sired by Lataster Hector

#### Salers Breed Champion - Rigel Cup

Manor Lane Diva - C.A. Fox

#### Reserve Breed Champion - K W Alternative Feeds Cup

Seawell Gale - P.M. Donger

#### Salers Junior Champion - Salers Society Cup

Seawell Gale - P.M. Donger

#### Reserve Junior Champion - Dennis White Cup

Cumbrian Hector Red - Farmstock Genetics, B. Walling

#### Champion Male

Cleuchhead Zoro - Beeston Hall Farms, S. & R. Hallos

#### Reserve Champion Male

Cumbrian Hector Red, Farmstock Genetics, B. Walling

#### Champion Female

Manor Lane Diva - C.A. Fox

#### Reserve Champion Female

Seawell Gale - P.M. Donger

#### Best polled animal

Cumbrian Rouge - Farmstock Genetics, B. Walling

## Royal Cornwall Show

Again the weather took its toll at this event with the cancellation of the sheep section, heavy winds and rain blighted the show, but the sun did appear occasionally as we were battenning down everything!

No Salers classes at this year's Royal Cornwall Show however a society stand with some excellent heifers on display, kindly supplied by Eddi Lowman, brought many visitors. The South West Breeders put on some wonderful hospitality enjoyed by the secretary and her husband, especially the cake Aileen!



Heifers supplied by  
Eddie Lowman for the Society Stand



Arthur Broom on the Salers stand,  
ready to go in the ring with the hounds

## Royal Welsh Show

I think this was the only show this season I didn't resort to wellies! The sun shone down on everyone in Built Wells, the best few days of the year!

No Salers Show classes this year however the society stand did create much interest, with plenty of visitors. We had a guess the calf's weight competition, and I understand there was even a book running in the bar! Lots of people had genuine interest in the breed, let's hope they come back for more!



Salers are being  
taken seriously

Vice Chairman helping set up



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## Part Time Farmer turns to Salers to get more Sleep!

### AREA 4 (Northern Ireland) Salers Society Chairman's Report by GEORGE MCCALL

After experiencing problems with calving in my suckler herd and having full time employment outside farming, I required an easy calving breed so I turned to Salers in 2000.

I originally purchased some breeding stock from France and have built up the herd by both buying more stock and home breeding. Since then my herd has increased to approximately 40 cows, some have been crossed with the Cuillard Charolais bull and had no problem calving but all have run with a Salers bull this year as I need replacement heifers. I find the Salers breed very easy to work with and would encourage others to consider this breed as an option.

I joined the Northern Ireland branch of the Salers Society to meet other breeders and increase opportunity to promote the breed in Northern Ireland. For the past 5 years I have held the position of Area 4 Chairman and I am the council representative for Northern Ireland travelling to Kendal for the UK meetings which I find very enjoyable meeting other representatives from all over the UK. It has been encouraging to have had some of these other members come visit us in our home and experience some of the events organised by Area 4.

2012 has been a very busy year for Area 4. We had an increased membership and as a result of this had an increased presence at all the shows. This year it was good to see the distribution of cups and trophies was well spread out over the members and not concentrated, this shows the effort being put in by all members especially the new ones.

This year in total seven shows were attended by the members with good classes of cattle at each show. These included Balmoral, Ballymena, Armagh, Saintfield, Omagh, Castlewellan and Clogher.

In 2011, with the shows over

and the dark nights drawing in I was approached by Trudi O'Leary from Roscrea Travel who was organising a trip for the International Salers Federation in 2012. This was being hosted by the Republic of Ireland and we were very lucky that Trudi was keen to involve us in this trip which was supported by visitors from all over the world. Trudi asked for names of members who would be willing to facilitate a visit to their farm, from Area 4 members we lined up visits to the following:

**Andrew McClements, Portaferry**  
**Robert Millar, Larne**  
**David Boyd, Carrickfergus**  
**George McCall, Armagh**  
**John Elliott, Omagh**

We would like to thank all the members for taking the time to show the visitors their

farms and to those who kindly provided refreshments at their farms.

We also lined up visits to Gilfresh Produce and NC Engineering while the ISF were in the Armagh area and we would like to thank Thomas Gilpin MBE and Norman Nicholl for taking the time to show the visitors around the premises.

After a busy day on Saturday Barbara Ferguson gave the group a walking tour of Armagh and then we rounded off the night with a Salers Steak BBQ in The Hole In The Wall Bar, (the venue for Area 4 regular meetings) and traditional music provided by Armagh Pipers Club accompanied by a few solo numbers from our Welsh and New Zealand visitors. Burgers provided by Emersons, Sausages by Pinkertons Armagh, Salers Steaks

sourced by Jim Hewitt of Hewitt Meats and all other food and desserts supplied by Judy and her catering team which was greatly enjoyed by everyone!

To finish off a busy year we held our Annual Dinner Dance and Prize giving in The Royal Hotel Cookstown on Friday 22<sup>nd</sup> February. There was a great turnout of 85 people and we were delighted to have Mr Harri Pritchard, UK Chairman, and his wife Sioned with us on the night, a great testament of the relationship that he has built up with Area 4 that only a few weeks after taking over as Chairman came to join us at our most important event of the year.

We were delighted that a number of sponsors contributed prizes towards our Raffle and we would like to thank the following  
**Corby Rock Feeds**  
**Chestnutt Animal Feeds Ltd**  
**United Feeds**  
**Topping Meats**  
**Bell Tractors, Fivemiletown**

A great night was had by all and the Royal Hotel, as usual, provided an excellent meal of Salers Beef.

I would like to thank all the members for their support over the years and will continue to encourage and promote the Salers breed in Northern Ireland.



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I was lucky recently to take a trip to the USA to study suckler herd efficiency. My visit was courtesy of an ASDA/ABP BeefLink scholarship and was a short study tour lasting 5 weeks.



Specifically, I was interested in learning how things are done over there and what best practice and knowledge I could adapt and apply to my own operation at home. The first thing that is striking is the sheer scale of the operation! There are around 29 million cattle in the USA. Feedlot finishing is a popular model with some units having more than 100,000 cattle.

Another key feature of the way the market works in the US is the heavy emphasis on marbling. The desire for highly marbled beef is reflected in grading scores that reward marbling. AI bulls are marketed with a marbling score too, and this is one of the key criteria for selection.

The Aberdeen Angus is the most dominant breed, bar none. In fact, the push for black coated cattle across the board has produced black strains in virtually every breed, from Simmentals to Limousins and pretty much everything in between. However, the reliance on Aberdeen Angus genetics leaves suckler farmers looking for more hybrid vigour, so increasingly more composite breeds are coming to prominence and making good inroads into the market



Aside from the sheer scale of some commercial operations, US farmers face the same problems of rising feed costs, and the constant drive to do more with less. Growth promoters are routinely used, with farmers reporting a 20% gain. One advantage that they do have is the ability to buy feed and sell cattle forward in a futures market. This helps them accurately predict profitability in advance, and they can tailor and adjust their operations accordingly.

While feed costs are the number one issue in the suckler market, another element that really affects profitability is cow fertility. US farmers have a number of strategies to maximize herd productivity. They monitor each cow's lifetime productivity closely, and work on the basis that each cow is not into profit until she has had her fifth

calf. There's obviously a big drive towards getting every cow back into calf as quickly as possible, to reach that break even point at the earliest opportunity.

The areas that they focus most strongly on are cow nutrition, ease of calving and bull fertility. In most herds, calves are weaned at about four months old and put onto a corn based diet. Cows are put onto a maintenance ration, often maize stalks, to keep them in good condition at the lowest cost possible. Early weaning is a big factor in keeping costs low. A 600kg dry cow only requires 70 MJ/ME per day to maintain, whereas a cow in milk requires 120 MJ/ME per day. Getting a cow dried off represents roughly 40% savings in the cost of keeping that cow.

Most herds now select for low milk values. The thinking behind this is that cows which yield heavily have less energy to get back into calf. As early weaning is planned, calves will still achieve early growth efficiency and heavy yields are not required. The ideal weight of a suckler cow is 550 – 570kg, again because heavier cows need more feed input. There is a very close eye on costs all round.



To maximise conception and fertility, there are a number of key areas that USA farmers focus on. Firstly, bull fertility. There is a policy of fertility testing bulls routinely pre-sale. Most bulls are sold at 12 months old and are kept by the breeder until they are required by the buyer. Most herds test their bulls yearly before they are put to work, and the ideal ratio to keep a tight calving pattern is one bull to about 25 cows. To help increase fertility even further, some herds only keep females from cows calving in the first cycle. This helps make sure that they are keeping replacements from the most fertile females and helps drive up future fertility. There are a lot of herds which synchronise heifers for first calving. The desire is to have as many calves as possible born early in the cycle so that they can maximise growth before sale or transfer to a finishing unit. Calves born later in the cycle are less profitable as they have less time to achieve good growth rates.

This scientific approach of synchronization and fixed time AI results in an average of 85% of heifers being in calf in the first 25 days of the service period, with 65% in calf on day 1. Research is also being done to also assess a bull's impact on his daughters' fertility with a view to improving fertility through genetics.

The USA has also done a lot of work on programming heifers for lifetime productivity. It is said that a cow's productivity is determined when she is a heifer, and there are a number of key things to look out for. First, don't overfeed during puberty. Second, herd selection; heifers both born and calving in the first cycle are retained as they are more fertile. Operating a strict 30 day breeding season means less fertile heifers are not kept in the herd. The timing of vaccinations is also crucial.

For bulls, fertility and marbling are not the only selection criteria. There is also intensive research and monitoring underway to measure feed conversion. New technology is helping here.

With the use of EID and weighing machines, bulls can be weighed every time they drink, up to 14 times per day. From the data available, feed conversion rates can be accurately assessed and it's possible to determine which bulls are gaining most from a given amount of feed.



An added benefit of this constant weighing is that weight loss due to a health issue can be spotted more quickly. For example, pneumonia can be identified up to two days before any symptoms present, so treatment and recovery can be much faster.

The 'holy grail' of research in suckler herds is, of course, twinning. Long term studies have been undertaken in the US since as early as 1981. There have been improvements, but

they don't come without some problems. It's easy to see why twinning is desirable – the average suckler cow with a single calf is capable of giving birth to only 0.7 of its own bodyweight per year. Compare that to a sow (8 times its own bodyweight), a chicken (70 times its own bodyweight) or a fish (1000 times its own bodyweight)!

While costs and efficiencies are squeezed in all areas to make marginal improvements, huge advances could be made in one stride if a suckler cow could rear two calves per year.

The Clay Centre research station in Nebraska started a project in 1981 into twinning, and managed to increase the calving rate of the herd to 155%. The downsides were that twinning brings significant fertility issues. Dystocia increased, meaning the level of calving assistance required doubled, and this in turn affected the speed of cows coming back into season, so overall fertility gains were slightly offset. Abortion levels, still born calves and triplets also increased, and there were plenty of freemartins produced too.

On the positive side, weaning weight increased by 49% over the life of the project, and when all costs were taken into account the profitability of the herd was 20% better than a conventional herd. It's obviously still very much worth pursuing, but is not a quick fix to a competitive advantage yet and further research and developments will be needed before it becomes common practice.

The trip was a great experience, there is much to consider and perhaps some helpful lessons that could be applied to our operations in the UK. In this tough economic climate, we need to do all we can to improve margins without loss of quality, and I hope that sharing what I learned may prove useful to fellow suckler farmers.

RICHARD TUDOR FARMS  
near Welshpool, Powys

# Drumlegagh Salers

J. & E.A. Elliott

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## Changes to Johne's Programmes

For some time it has been known that two aspects of the Johne's disease programme needed to be improved. Firstly the testing approach is imperfect as we can never say absolutely that a herd is free from infection, only that it probably is, but some people have believed that Accredited as Monitored Free meant that there was no infection. Secondly some herds have made great strides in controlling the disease and remain stuck with the odd positive every year. These herds have received no recognition for the effort made and that the chance of buying an infected animal from such a herd is relatively low.

The solution that we have put to CHeCS is an accreditation programme that recognises the risks that go with purchasing from a herd at each stage in the control programme. And incorporated within this is a health plan agreed with the member's vet that sets out how the herd manages each risk factor for Johne's disease.

This translates as a system that "accredits" the herd as having achieved a certain risk category.

The updated programme will be available on the CHeCS website (<http://www.checs.co.uk>) and the PCHS website (<http://www.cattlehealth.co.uk>)

You should take time to go through the health planning for Johne's disease with your vet to ensure that you have a programme in place that will satisfy the accreditation.

**IAN PRITCHARD, SAC PCHS Commercial Manager**

**Risk Level 1** - herds that were previously accredited as Johne's disease monitored free

**Risk Level 2** - herds that have had one or more qualifying tests which are clear .

**Risk Level 3** - herds that have 3% or fewer test positives each year.

**Risk Level 4** - herds that have more than 3% test positive each year .

*All of these must have a written health plan in place addressing defined areas of risk.*

**Risk Level 5** - herds that are not in a CHeCS Johne's disease programme and herds that don't have the health plan in place will be categorised at this risk level , irrespective of testing history.

# Approach Farm Salers



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## Gowthorpe Family, Escrick, York By N. RYDER

**Despite becoming part of the system almost by chance, Salers cattle now form an important part of the Gowthorpe family's business at Approach Farm in Yorkshire.**

**The Gowthorpe family had already decided to move towards a single breed suckler herd, but it took a chance purchase of eight cross-bred heifers to lay the foundations of a commercial - and now pedigree - Salers herd.**

**Angus Gowthorpe and wife, Kerry, farm a total of 169 hectares (418 acres) at Approach Farm in Escrick, York.**



The Gowthorpes were running a commercial suckler herd of 'Heinz 57' breeds and crosses and using Charolais bulls as terminal sires, all calves were finished for beef, with bull calves kept entire. There was no real thought about different breeds, but they happened to buy eight Salers cross heifers as herd replacements in 2002.

Around this time, Angus returned to the farm after completing an agricultural degree at Harper Adams University College and five years working for JSR farms as a management trainee, mainly on arable units.

### MIXED ENTERPRISE

While arable has always been a major part of the farm business, Angus says both he and his father have always liked to have cattle on the farm, and believed they had a valuable part to play in the overall mix.

Following the death of the farm's Charolais stock bull in 2002, and due to the mature and mixed nature of the herd, it was decided to change to using a Limousin bull for easier calving.

They also researched the Salers breed and decided it was the right breed for them as a cow.

“While the Limousin-Salers cross worked well since 2003, we felt there were advantages in moving towards using only Salers bulls and a small pedigree Salers herd,” says Angus.

“We went to the 2004 Salers Cattle Society sale in Castle Douglas just to take a look and bought eight commercial bulling heifers.

“These were virtually pure-bred animals. We went to look mainly, but liked what we saw and took the view the transport costs would be about the same whether we took home two, three or 10 cattle.”

At this point, hired Limousin bulls were being used as terminal sires, but Angus says they wanted to move away from hiring bulls because of the associated risk of bringing in disease. The family also wanted to breed its own Salers replacements.

“Our own experience had shown there was a shortage of Salers heifers and a ready market for them, so we thought we might as well produce our own,” says Angus.

“At present, Salers yearling heifers are worth about £150-£200 more than Limousin cross Salers heifers, so while we have had to buy our own Salers bulls, the margins are greater and we have control over our herd health status.”

Angus is focused on establishing a high health herd. “We think there will be a premium for high health status - certainly buyers are increasingly looking at health status.”

The herd is currently accredited free of BVD and has had two consecutive clear tests for Johnes, IBR and Leptospirosis,” says Angus. “To maintain this status we have started vaccinating the whole herd against BVD and IBR.”

Stock currently includes 13 pedigree Salers cows and six pedigree Salers bulling heifers; 37 commercial Salers cross cows with Salers cross calves at foot; and two pedigree Salers bulls.

### HOUSING

Cattle are loose housed in straw yards on ad lib silage from late October through to Mid-April, with calving indoors from New Year to the end of March.

“We calve indoors for ease of management,” says Angus. “It is much easier to keep a check on a cow in a shed than in the middle of a field.”

All calves receive a home-mixed creep feed from early July. Commercial heifers are grown throughout winter on a small

Gowthorpe Family



amount of ration, along with ad lib silage to be sold as bulling heifers in the spring.

Commercial bulls receive ad lib finishing ration from housing until slaughter at 15 months.

"All finished bulls go to ABP in York and typically grade U and make about 425kg deadweight. Prices will vary according to the price paid on the day," says Angus.

The pedigree heifer calves are fed the same as the commercial heifers with a view to be bulled at 15 months to calve at two years.

As numbers increase, heifers will start to be sold as bulling heifers or

in-calf to suit the market and the animal.

The pedigree bull calves are slowly fed an increasing ration to be ready for sale from 18 months of age onwards, provided they are good enough. If not, they are finished for slaughter.

### EASY CALVING

Angus says the cattle fit in well with the farm's arable enterprise and the breed suits their system.

"We needed an easy-calving breed and in practice have had few problems. There is no profit in a dead calf, or if we have to cull a cow

because of calving problems."

He says the balance between the arable and livestock enterprises is 'about right'.

"The cattle make use of our permanent pasture, which would be unsuited or not fit in with an arable system. We also have the benefit of the farmyard manure for the land."

He says, for the moment, his priorities are to gradually build up the pedigree Salers and phase out cross-bred cows.

Breeding stock will be brought into the herd under strict quarantine and testing protocols to meet herd health scheme standards.

Angus says he is confident in the future of UK beef production.

"I believe there is the market in the UK for quality beef from suckler herds, provided it is produced to a consistent quality and on a consistent carcass. But it's important to produce a consistent high quality carcass with a low labour input and high returns from quick growing calves with fertile long-living cows."

### FARM FACTS

- **HISTORY:** Approach Farm takes its name from its original position on one of the first farms on entering the Escrick Estate. The Gowthorpe family came to the farm as tenants in 1944 and bought the farm from the estate in 1980.
- **THE FARM:** Approach Farm itself is 92ha (227 acres) with additional owned and rented land added over

the years taking the total farmed to 169ha (418 acres). All the land is within an eight mile radius of the home unit.

- **CROPPING:** The farm has 18ha (45 acres) each of permanent pasture and of silage grass plus 6.5 ha (20 acres) of temporary grass, mainly forming part of the arable rotation. The rest of the land is down to

arable crops including wheat, barley, potatoes and oilseed rape.

- **SOIL TYPE:** Varies from blow away sand to heavy clay and annual rainfall is about 890mm (35 inches)
- **SCHEMES:** The farm is in the ELS environmental scheme and is investigating the possibility of upgrading to the HLS scheme.

# ~Beeston Hall Salers~

Stephen & Rachel Hallos, Beeston Hall Farm, Ripponden, West Yorkshire, HX6 4LW



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**It seems no time at all since we hosted the ISF Convention on mainland Britain in 2009 and three years later it was the turn of Northern Ireland, along with the Salers Cattle Society of Ireland, to showcase their excellent cattle and wonderfully scenic countryside to around 60 International visitors from Australia, Canada, France, New Zealand, USA and the UK. Everyone involved in organising and staging the ISF Tour in 2012 is to be congratulated on an extremely successful hosting of a world class event. For the delegates who supported the tour it was a most enlightening and enjoyable experience, not only to discover Ireland, but to be part of an international gathering of like minded Salers breeders from around the world.**

May I make mention at the outset that all the cattle on all the farms we visited were of an excellent quality and a great credit to their owners; be it for pedigree or commercial purposes they were, without exception, presented in tremendous condition considering the wet summer which had preceded our visit. The welcome and hospitality at each and every farm was also 5 star - so much so that Willie and I each put on a stone in weight during the 2 weeks!! While travelling around Ireland by luxury coach driven by our excellent



driver Gerry Gernon (whose wealth of knowledge and unbelievable skill at manoeuvring in narrow country roads was second to none - not to mention his witty sense of humour) we came to know our fellow travellers very well resulting in a great deal of fun and camaraderie.

On leaving Dublin we headed north past the Mourne Mountains crossing Strangford Lough on a small ferry to our first visit, Andrew and Sarah McClement's farm to see their Emerald herd of Salers at Portaferry in Co. Down where their land runs down to the Irish Sea. The Dunadry Hotel just outside Belfast was to be our base for the next two nights. The following morning a visit to Robert Miller's Ballywillan herd near Larne was scheduled in to see his cattle before we experienced one of the world's great coastal road journeys to the famous Giant's Causeway. Here we had some exercise, walking and exploring this amazing geological wonder with over 40,000 interlocking

columns - the result of past intense volcanic activity. To fortify us after this exertion a dram or two at a visit to the Bushmills Distillery fitted the bill wonderfully well and then we rounded off the day by travelling back to Co. Antrim to visit the Knockage herd owned by David and Heather Boyd on the windiest and coldest afternoon of the entire trip.

On the third day we had a very interesting visit to Gillfresh which is a large vegetable distribution centre. This is a third generation family run business dedicated to growing, packing and processing a wide range of vegetables for sale throughout Ireland. For the men and mechanically minded the next visit to the workshop of NC Engineering was also very worthwhile. In the afternoon we were welcomed at George McCall's farm to see his Carrick View herd of Salers. This was followed by a 2 hour guided tour of Armagh's famous cathedrals and historical buildings by only the fittest of the company! We then spent an excellent evening in the 'Hole in the Wall' pub owned and run by George's daughter, Joanne, where we enjoyed a delicious barbeque and Irish entertainment late into the night.

The final day in Northern Ireland was a visit to John Elliot's Drumlegagh herd to view his prize winning Salers cattle in Co Tyrone. We then made our way across to Co. Donegal to visit the farm of James McGroarty's Brownhill herd where all male members of our party were envious of Jimmy's 'man cave' at the top of the garden.

Sligo was our base for the next 2 hectic days. One of the most famous self-written epitaphs in the world:-

*Cast a cold Eye  
On Life, on Death  
Horseman, pass by!*

was to be found in the cemetery of St Columbia Parish Church at Drumcliffe where W B Yates chose to be buried. Then it was around Lough Gil to David and Joan Kirrane's farm to view their Carrentubber Salers where we enjoyed a special cake made by Joan to commemorate the 2012 ISF Convention. The renowned Sligo Salers herd operated by Bernard and Liz Hunt was our next visit where the children delighted us with a sign they had made to welcome us. After an excellent evening meal in a local pub in Sligo we were entertained by a talented group of musicians who played traditional Irish instruments including the World Champion Boran player.

The next day was a travelling and sightseeing day through the beautiful countryside of Connemara. We stopped at Kylemore Abbey and gardens, an impressive 19th Century House now run by Benedictine nuns, before finally arriving in Galway City to stay at the Clybaun Hotel for 2 nights. After breakfast we travelled south into Co. Clare through the Burren area which was quite remarkable as it looked to be such a rocky, barren landscape. How wrong we were, as we later found out on the farm of John and Martina Keating of Ballmackeogh Salers. Their cattle thrived on this limestone rich Burren which produced a marvellously rich diversity of plant growth and fauna encouraged to grow by grazing cattle on it at certain times of the year. The visit to the Cliffs of Moher was another highlight and provided some much needed exercise climbing to the top to view their rugged beauty jutting out into the Atlantic Ocean. To top the day of we were treated to a 4 course Banquet and entertainment at Dunguire Castle where Willie and I were appointed King and Queen for our sins! King Willie's first duty following his coronation was to bestow a knighthood on our loyal coachman, Gerry. New Zealander Ken Bain, who had brought his bagpipes entertained us in the



grounds of the castle, making it an evening to remember.

After a sightseeing walking tour of Galway City in the morning we visited the prize winning Dunlo herd of Salers Cattle owned by Michael and Kathleen Ward. We were then taken down memory lane with an excellent display of vintage machinery including a working threshing machine demonstration where we took turns at forking the straw.

Our final three nights were spent in Portlaoise at the Heritage Hotel where the ISF Conference took place at which Terence Pye was elected President and David Kirrane elected Secretary There were presentations by every country represented followed by the official International Dinner. The last of the 11 farm visits on the tour took us to the South East corner of Ireland to Co. Wexford to see the Knottown Salers herd of Joseph and Richard Fortune.

On the journey we had a guided tour of the splendid Kilkenny Castle. For the grand finale we attended Tullamore Show where around 40 Salers cattle of excellent quality were on show and judged by Frenchman Charles Vantal.

A very successful and enjoyable ISF Convention had come to an end as we all departed back to Dublin for our onward journey home. We must thank the charming and enthusiastic Trudi O'Leary of Roscrea Travel for organising such an action packed tour of Ireland. We must also say a big thank you to Meryl Gillespie, Secretary of Salers Cattle Society of Ireland, who worked hard at making sure everything ran so smoothly - a mammoth task! We had a truly memorable holiday in a great country, with great people and great cattle. The next International Salers Federation Convention is to be held in North America in 2015.

**King Willie and Queen Jennifer in Dunguire Castle**



**In Memory of W. Davidson 1950-2013**

**Through the wonders of the internet, one day recently we 'met' Grasspunk, aka Brent Curtis. Brent and his wife Jean farm Salers cattle, love Salers cattle and blog about Salers cattle, so we instantly felt at home on their website.**

Photo courtesy of [www.grasspunk.com](http://www.grasspunk.com)



## So what's the story?

Well it's pretty impressive. Brent and Jean farm 72ha (177 acres) of Southwest France. From their own description,

"We're an American family with Antipodean connections running a beef farm in South-West France. Our farm is in old Gascony in a sleepy departement called le Gers. There's no autoroute out here, let alone a TGV line.

What we do have is a lot of sun and some excellent soil, made from the limestone of an ancient sea."

"We make beef for the flavor – grass-fed and grass-finished. We raise Salers, rustic, old-school mountain cows that love our rich Gascon pastures."

Brent and Jean concentrate on flavour. They sell finished beef in 10kg mixed boxes. The meat is

thoroughly tested at home, and it looks superb!

As Brent explains, "The beef from Salers is different to all other French cows. The meat isn't wet, so when you pan-fry a steak it does not dump a lot of water into the pan."

"The colour of the beef is much redder than butcher or supermarket beef, even when cooked well-done. The animals also marble well, with the most marbling of any French breed"

To see why, we need a short history lesson. Salers are generally thought to be one of the oldest breeds in the world, and it can be claimed, one of the purest.

From the mid 19th century, when many other breeds were crossing in new blood to improve cattle, Salers cattle in their native region

Photo courtesy of Jean Curtis



**Grass-fed and grass-finished, yes you did read that correctly. Originally this old Gascon farm was split three ways, producing vines, cereals and cows, with a rotation of the vineyard area every 30 years. Brent writes:**

**"We've removed the few hectares of old vines that were no longer productive and converted the land into a mixed grass and lucerne pasture. We're focusing on beef cattle."**

**"The ground water is very high in calcium and the soils themselves are rich in calcium, phosphorus and potassium and make an excellent base for pasture. We dug holes under the vineyards and saw the soil go to 60-80cm in depth. The pH is a natural 7, does not need liming and grows lucerne very well"**



Photo courtesy of [www.grasspunk.com](http://www.grasspunk.com)

were being improved from within by a selective breeding programme by M. Tyssandier d'Escous, who earned the name 'father of the breed' and was honoured by the town of Salers with his statue still standing in the town square today. As Brent says:

"What is important to us is that the genetics of the breed have not been messed with in recent decades to make industrial feedlot cows. These are grass cows, they are healthy and happy on grass and they make incredible beef on grass alone."

So Salers do well on grass, and do better than most breeds on sparse grazing. It makes perfect sense that the least 'modernised' cattle will do better on grass alone, and our modern day Salers were selected and improved from within the breed to do well on a diet of forage alone.

Anyone who keeps Salers can see the evidence of that in their own cattle. But what gives their meat its superb flavour?

Citing a study undertaken in the 1980's by the British scientist Don Mottram to find out where the flavour comes from in beef, Brent shows how Mottram analysed beef with a range of human and machine tests.

Testing for flavour and smell, he removed fat and marbling from the beef, and there was no loss of flavour, so he concluded that neither of these were the source of the flavour.

As any cook will know, marbling and fat is essential for texture and tenderness, but where's the flavour?

Mottram next isolated and removed a different kind of fat, an invisible fat called phospholipids. It's found in the cell walls of beef. When he cooked it, beef without phospholipids didn't taste like beef, so there you have it.

Finally, to make use of this information, we need to know how to get the flavour into the beef. Well it turns out that cattle

acquire flavour from their grazing and 'terroir'.

For producers, that means grass and soil! The meat takes on its flavour from what the animal eats and the characteristics of the soil that produced the grazing. In short, a beef animal that can be raised and finished on grass will have more flavour than one finished on cereals. QED. We probably all thought this already, but it's really helpful to understand the science behind it!

So what can we take from all this? Brent is of the opinion that Salers cattle are the best breed to rear on grass, using a mixture of old fashioned ways and modern science.

They are bred to thrive on grass. The more and varied pasture they have, the better the finished taste, and the science appears to explain why. Brent's beef marbles beautifully on grass alone.

**Does anyone need a better reason to keep Salers?**

Thanks go to Brent and Jean for allowing us to feature them and use material and photos from their website.

There's lots more to see and read about, including glorious pictures of their cattle and land.

Please visit [www.grasspunk.com](http://www.grasspunk.com) and be sure to leave a thank you note from the UK Salers Society!



# Salers AROUND THE World

## Australian Salers

Warmest wishes to U.K. Salers Breeders and Friends and thanks for allowing us to share some news from Australia with you. The opportunity is being taken to provide illustration of the kind of Salers we are developing for introduction into herds in the large cattle stations. In these operations, there is a need for sturdiness and survivability and the ability for cattle to be productive with the important traits of fertility, calving ease, feed conversion and high weaner turn-off, coupled with growth and meat quality. Tough climates demand strong cattle which have the ability to walk distances and survive and prosper, meeting the varied challenges faced, without everyday care and husbandry.

With the successful introduction of alternate breeds for crossbreeding into these large herds being very challenging, Australian Salers certainly have many of the desired traits for crossbreeding in the Northern, predominately Bos Indicus influenced, herds. As examples, herewith are photographs of some Salers from Merrindah Stud's herd from the Central Tablelands of New South Wales.

Red-coated cattle are the most popular in the hot North and black Salers-Angus Rangemasters are another of our developments for introduction into the cooler South where black cattle are very popular. Whilst the large Australian cattle market is extremely competitive, Australian Salers Breeders continue to be passionate about the virtues that the Salers Breed offers. Australia is one of the World's largest beef exporters and worthwhile openings for the Salers breed remain.

The opportunities to continue to develop the Salers Breed in conjunction with the International Salers Federation and overseas friends are very important to us and others around the Globe.

With congratulations on the successes being achieved by Salers Breeders and the Society in the U.K.

RON COOMBER, President

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Email: [salerssociety@bigpond.com](mailto:salerssociety@bigpond.com)  
Facebook: [www.facebook.com/ron.coomber.1](http://www.facebook.com/ron.coomber.1)

## Irish Salers

2012 was a great year for Salers breeders in Ireland. Hosting the ISF world congress was a great honour for us, the best part of it was meeting so many people with a huge interest in Salers breeding and also learning how the Salers breed is making an impact into the national herds in each country.

The year ended well for us with the annual Salers show and sale with a lively trade in both bulls and heifers, The Salers bull is starting to take off here in the last few years, the heifers were always a good seller but the Irish farmer is now seeing the added advantage of using a Salers bull in their suckler herd.

Salers are coming out on top in all trials as being the top maternal breed; the ease of calving and the low birth weight on top of the short gestation makes the Salers bull the number 1 choice with farmers looking to tighten up the calving season.

In 2013 the Salers breed is getting involved in the new Gene Ireland programme along with I.C.B.F. and a number of A.I. stations; here we will select a number of young bulls each with a high Maternal index and take Semen from these bulls and sell it at a reduced rate to suckler farmers. The young stock from these bulls will be weight recorded and when the heifers are calved down we will have good information on these young bulls at a sooner than normal rate.

We hope to meet more and more international Salers breeders here in the years ahead who come to visit the Salers herds here and enjoy what the Irish Salers breeder has to offer.

Best wishes

David Kirrane, Chairman

Salers Cattle Society of Ireland Ltd



Merrindah Dover Bull



Merrindah Rangemaster



Merrindah Salers



## French Salers *The Opportunity to see the world's largest exhibition of Salers where 300 plus Salers will be on show*

Following the successful exhibition of Salers in France with two shows currently being held in PARIS i.e. at the 2013 Salon International de l'Agriculture at Porte de Versailles Exhibition Centre, and SIMAGENA at the Paris Nord Villepinte Exhibition Centre, it is with pleasure that we are writing this Special Edition to promote the 2013 Sommet de l'Elevage at Clermont-Ferrand in France which is being held on 2nd, 3rd and 4th October 2013.

As well as being the Premier French Livestock Exposition, this year it will also embrace the 2013 Concours National Salers (Salers National Show).

Not only will this International Trade Show provide a great viewing of Salers, it will also give the opportunity to see some of the best of 21 French and European Cattle Breeds, 26 Sheep Breeds, 4 Horse Breeds, etc. Also exhibitors from around the world come to Clermont-Ferrand to exhibit their agricultural machinery and products.

Whilst the International Salers Federation (ISF) is not arranging a specific International Tour, interested parties may care to approach their own country's Salers Breed Associations/Societies.

*For further particulars regarding this important event in the Salers calendar, contact can be made with International Salers Federation Officials, as hereunder:*

President:	Terence Pye - U.K.	Email: <a href="mailto:rigelpedigree@yahoo.co.uk">rigelpedigree@yahoo.co.uk</a>
First Vice President:	Lionel Duffayet - France	Email: <a href="mailto:troucellier.brigitte@neuf.fr">troucellier.brigitte@neuf.fr</a>
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*International Manager Sommet de l'Elevage:*

Benoit Delalay - France Email: [bdelalay@sommet.elevage.fr](mailto:bdelalay@sommet.elevage.fr)

## Canadian Salers

**2013 is Salers Association of Canada's 40th Anniversary!**

This year we will be hosting some great events, notably our National Salers Show at Expo Boeuf in Victoriaville, QC October 10-14th. We anticipate many great events & activities throughout the year as well, everyone can keep up to date on our newly redesigned website <http://www.salerscanada.com/> We invite everyone to stay connected with us through our website as well as our Facebook page! We would also like

to invite anyone interested in visiting our National Show to contact any of our Directors for more information. A number of Canadian Breeders have regaled us here with their wonderful ISF Tour of Ireland 2012, where the hospitality and quality of cattle were definitely the highlights. Congratulations on another successful ISF Tour. The Canadian Salers Association wishes all members of the Salers Cattle Society of the UK a prosperous 2013.



## STANTON SALERS



**We have been running a Saler suckler herd for the last 12 years.**  
*Our emphasis has been to breed "easy care" quiet cattle that calve easily, grow quickly and thrive!*



**Quality pedigree bulls, heifers  
and commercial cattle available.**

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# PREENBANK SALERS



This is what it's all about!

Heifer Calf, 7 months old. Sired by Belgian Blue AI and out of a 7/8 Salers daughter of 'Cory Scotty'.

Had no creep - all from it's mum!

Like many others, we didn't see her calve, in fact son Bryn in all his 21 years has never seen me use a calving aid!

Salers replacement females are in great demand -

in fact they are just not being produced.

This is a great opportunity for you all.

## HAVE THE VISION. - TAKE ACTION NOW USE A SALERS FOR YOUR FUTURE COW!

WITH BEEF WHERE IT MATTERS



MILK into MEAT into MONEY

'MORE BEEF LESS GRIEF'

Progeny from CORY SCOTTY who had a tremendous influence through the herd.

2012 born yearlings looking very impressive with great potential.  
Why not come and see for yourself - a warm welcome as always.  
Bulls and females usually for sale.

Fred C Robinson & Family

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Tel: (01694) 771 357 Email: highfieldsfarm@live.com

## Nordic Star tools help to control BVD

NMR – through its Nordic Star company is breaking new ground in helping Dairy and Beef Farmers throughout the UK and Northern Ireland to get to grips with Bovine Viral Diarrhoea (BVD), which significantly impacts on herd performance.

**Tissue testing services are now available to help identify animals with the disease BVD.**

Nordic Star offers producers its Tag and Test service. As producers tag a new born calf they simultaneously deposit a tissue sample from the newly born calf's ear into an accompanying vial. This sample can then be sent off in the post to the UKAS-accredited NML laboratory where it will be tested for the presence of virus indicating the presence of Persistent Infectors (PIs) within the herd – these calves may not show symptoms of BVD even later in life but have the ability of shedding huge quantities of the virus and infecting other animals in the herd.

Ian Maybin, who milks 200 pedigree Holstein cows on the outskirts of Broughshane in Co. Antrim with his father Dessie, started using the new BVD diagnostic service a couple of months ago.

"Tag and Test is very straightforward to use," Ian explains.

"The tissue sample from the newborn calf drops neatly into the attached vial. It's simply a matter then of putting the sample in the post.

"We have known for some time that there is a BVD issue within the herd. The new service is offering me a means of controlling it and hopefully eradicating the disease."

NMR's Ivor Hyndman, a recent visitor to the Maybin farm, confirms that the new tissue testing service is helping to provide the information that producers need to effectively tackle the scourge of BVD.

"All test results are quickly made available to the producer, his vet and nutritionist," he says.

"It is important that ongoing on-farm surveillance is used in conjunction with tissue sampling to

ensure that persistent viral presence has been removed."

Sam Bonar, a member of staff with Ballymena-based Grove Veterinary Group was another recent visitor to the Maybin farm. He puts the problems caused by BVD into context.

"The disease is very insidious in nature. It will act to reduce both milk output and herd fertility levels. Producers can vaccinate their cows against the disease. However, identifying PIs is the key starting point to an effective eradication programme."

Ian Maybin sources supplies of Tag and Test tags from Nordic Star. "They cost £5.20 per set but this also covers the postage, testing and analysis charges," he adds.

"In my opinion this represents good value for money."

### THE COMPLETE BVD TAG & TEST SERVICE

The Simple, Accurate and Cost Effective Tool for BVD Eradication



Prices start from £1.40 for the tag and only £4.50



for the TAG & TEST

Testing done at our

newly UKAS

accredited laboratory



Prices start from 99p a Pair for Standard Tags



Call Our Friendly Team for More Information:

**0800 731 9465**

# CLEUCHHEAD SALERS

Rob & Kath Livesey, Firth Farm, Lilliesleaf, Melrose TD6 9EP

**“Whitebog Fury”**  
New Stock Bull  
Purchased May  
2012



“Whitebog Fury”

**“Poldean Vince”**  
Stock Bull  
2010 RHASS  
Champion



“Poldean Vince”

**“Cleuchhead Archer”**  
Sold to  
W.R. Baillie,  
Orkney



“Cleuchhead Archer”

**“Cleuchhead Mhairi 9th”**  
2010 RHASS  
Champion  
Female



“Cleuchhead Mhairi 9th”

**VISITORS VERY WELCOME**

Call Rob & Kath on 01835 870724 Mobile: 07808 760768 or Anne on 01450 860367  
Email: firthfarm@btopenworld.com

**Hi Health  
(BVD &  
Johnes)  
Accredited  
Free**

**Signet  
Recorded  
Herd**

**Good Quality  
Naturally  
Growthy  
Stock**

**Quiet and  
Very Fertile**

*Thank You  
for all your  
support &  
Business in  
2012*

## USEFUL SOCIETY INFORMATION

**ANNUAL SUBSCRIPTION** Subscriptions are due and payable on 1st January each year. No invoice will be sent so it would be helpful if all members would please pay promptly. V.A.T. receipts will be sent on payment. Payment can be made by Standing Order.

**REGISTRATIONS** If a calf is got by embryo transplant, its name will be followed by (ET). Please also give Embryo Registration Form No. and Embryo No. e.g. 186/3. No calves can be registered (including grade animals) unless they have been tested as non carriers for Beta-mannosidosis or are non carriers by parentage.

**A.I. CERTIFICATES MUST ACCOMPANY REGISTRATIONS IF APPROPRIATE** Registrations cannot be accepted without A.I. Forms (if appropriate). Remember to note on the Registration Form if the calf is polled. Some semen owners use the Sire Certificate system. Do check when buying semen and remember to forward the Sire Certificate with the A.I. Certificate and Registration Form.

**THE GRADE REGISTER** Grade A, B and C Cattle will be registered in the Grade Register. When Grade C animals have been inspected, if inspection is passed, their calves can be registered as purebred and put into

the Herd Book. After passing inspection Grade C animals can be transferred to the Herd Book, if required, as purebred on return of their Warranty with a transfer fee of £10. No male calves can be registered below 15/16. No cattle can be inspected under 15 months. Application for inspection should be sent in writing to the secretary.

**ONLY FULL-BLOOD BULLS CAN BE USED IN A GRADING UP PROGRAMME** A 31/32 bull may be used on a 7/8 heifer but only the female calves may be registered - as 7/8+ - but we recommend using only Fullblood bulls on 7/8 heifers. The chart explains the crosses which can be registered with the society.

	Female FB	31/32 PB	15/16 PB	7/8 PB	3/4	1/2
Male FB	FB	63/64 PB	31/32 PB	15/16 PB	7/8 PB	3/4
31/32 PB	63/64 PB	31/32 PB	15/16 PB+	7/8 PB+(FO)	●	●
15/16 PB	31/32 PB	15/16 PB+	15/16 PB	●	●	●
7/8	●	●	●	●	●	●

FB = Fullblood- PB = Purebred -(FO) = Female only as 7/8

Full French blood is designated “Full Blood Pedigree” on the warranty.

Warranty Numbers go as follows

1st cross (1/2) XYZ  
2nd cross (3/4) XYZ  
3rd cross (7/8) XYZ

Herd Letters

XYZ  
XYZ  
XYZ

Year No.

2010  
2010  
2010

Sequence No.

001  
002  
003

Grade Letter

A  
B  
C

(XYZ 2010001A)  
(XYZ 2010002B)  
(XYZ 2010003C)

### IMPORTATION OF CATTLE

As requirements of importation change CHECK WITH THE SECRETARY what is required when you start on the import of animals, semen or embryos. All imports must have a three generation pedigree certificate issued by the Society of the country of origin and a clear DNA Beta-mannosidosis test certificate. Imported in calf cattle must also have an official three generation pedigree certificate and a clear DNA Beta-mannosidosis test certificate for the sire of the invitro calf. Registration of imported cattle (not in calf) is £28+VAT, if registered within 3 months of import. For imported cattle, with an in vitro calf, registration is £43 + VAT, if registered within 3 months of import. Over 3 months late penalties will be incurred.

### SIRE CERTIFICATES

system has been set up for registering calves got by a non-owned sire. Service may either be by A.I. or natural. In these cases a Sire Certificate must be obtained from the

owner of the bull/semen and forwarded with the registration form (and A.I. form if appropriate). The cost of the Sire Certificate is negotiable privately between the owners of the dam and the owners of the bull or semen. Sire certificates can be obtained from the secretary at the cost of £30 per 10 certificates. The secretary must be informed if the owner of a bull or semen wishes to use the sire certificate system (otherwise registrations may be accepted without a sire certificate and the owner would lose the service fee).

### EMBRYO TRANSPLANT PROGRAMME

Before embarking on an embryo transplant programme, please contact the secretary who will forward the relevant Salers Society forms. Minimum of £11 per animal flushed (up to 10 embryos) thereafter £1 per embryo. After 3 months minimum of £20 per animal flushed (up to 10 embryos) thereafter £2 per embryo. Remember to insert the ET Form No. and Embryo No. on the Calf Registration Form). £28 per Export Certificate

plus embryo registration. One Export Certificate covers all embryos from one flush to the same purchaser. BOTH SIRE AND DAM IN AN EMBRYO PROGRAMME MUST BE BLOOD-TYPED and have a clear DNA Beta-mannosidosis test certificate.

### TRANSFER OF OWNERSHIP

A fee of £6 + VAT is charged for transfer of ownership. The fee is payable by the purchaser who should obtain the warranty from the seller and forward it to the secretary for transfer.

ALL TRANSACTIONS ARE PLUS VAT. NO TRANSACTIONS ARE COMPLETE UNTIL ALL MONIES ARE PAID AND PAPERWORK IS CORRECTLY SUPPLIED.

IF PAYING BY BACS PLEASE USE YOUR THREE ALPHABET DIGITS FROM YOUR HERD REFERENCE AS THE PAYMENT REFERENCE. IT IS THE RESPONSIBILITY OF THE MEMBER TO GET ALL RELEVANT PAPERWORK TO THE SOCIETY ON TIME OR LATE PENALTIES WILL BE INCURRED.

## Pedigree Registration Royalty Scheme for AI Sires

### THE FOLLOWING BULLS/SEMEN ARE ON THE ABOVE SCHEME

Name of Bull	Herd Book No.	Ear No.	Royalty Charge	Owner	Owner's Tel. No.	Beta-m Status
Bruno	172	6386051716	£50 + VAT	Rigel Pedigree	01624 590125	Non-Carrier
Crocodile Dundee	279	6387062264	£40 + VAT	Rigel Pedigree	01642 590125	Non-Carrier
French Connection	IMP 90026	1590068366	£35 + VAT	Rigel Pedigree	01642 590125	Non-Carrier
Vainqueur	1	1584052218	£30 + VAT	Rigel Pedigree	01624 590125	Non-Carrier
Vauban	3	1584054531	£25 + VAT	Rigel Pedigree	01624 590125	Non-Carrier
Kracker	IMP 97053	6327580166	£40 + VAT	John Elliott	02881 661654	Non-Carrier
Drumlegagh Dennis	DRU2010017	63659800107	£40 + VAT	John Elliott	02881 661654	Non-Carrier
Oldcastle Polled Gemini	HBM2002001	160108300010	£30 no VAT	Arthur Beeves	075075 94416	Non-Carrier
Theoreme	IMP 2005020	5318070195	£25 + VAT	H.G.&S.G. Pritchard	01766 819159	Non-Carrier
Turbulent	IMP2007004	1522218702	£40 + VAT	Thomas Kelly	07801 105655	Non-Carrier

• Before any calves can be registered from the table above a Sire Certificate must be obtained from the owner and enclosed with the Birth Registration Form. • The late registration penalty will apply if time is taken to obtain the Sire Certificate. • Registration fees will apply on the date all paperwork is correctly supplied. • No advance payments will be accepted.

### AIM:

If a member has collected semen from a registered bull in his/her ownership, or has acquired the sole rights to semen in the UK, for imported or purchased semen and wishes to sell semen at commercial production prices to encourage commercial use, yet retain a higher return for pedigree use by charging a separate levy free on registration of pedigree calves, he/she can apply to the Society to register the bull as a Pedigree Registration Royalty Sire.

### INVOLVEMENT OF THE SOCIETY:

The Salers Society of the UK and its secretary will merely be the tools by which those calves gain their registration, in a Pedigree Registration Royalty Scheme, which is an arrangement between the vendor of the semen and the breeder who wishes to register a calf, which is the result of using this semen.

# CHARGES for 2013

	Charge	VAT 20%	TOTAL
<b>Registrations 1st &amp; 2nd Cross</b>			
up to 1 year	£12.00	£2.40	<b>£14.40</b>
over 1 year	£28.00	£5.60	<b>£33.60</b>
<b>Registrations All other calves (except ET)</b>			
up to 3 months	£28.00	£5.60	<b>£33.60</b>
3-6 months	£49.00	£9.80	<b>£58.80</b>
over 6 months	£91.00	£18.20	<b>£109.20</b>
<b>Registrations Embryo transplant calves</b>			
up to 3 months	£33.00	£6.60	<b>£39.60</b>
3-6 months	£59.00	£11.80	<b>£70.80</b>
over 6 months	£112.00	£22.40	<b>£134.40</b>
<b>Transfer of ownership</b>	£6.00	£1.20	<b>£7.20</b>
<b>Replacement Warranty</b>	£10.00	£2.00	<b>£12.00</b>
<b>Registration of Embryos (including imported)</b>			
Minimum per animal flushed (up to 10 embryos)	£11.00	£2.20	<b>£13.20</b>
Thereafter per embryo	£1.00	£0.20	<b>£1.20</b>
After 3 months-minimum per animal flushes (up to 10 embryos)	£21.00	£4.20	<b>£25.20</b>
Thereafter per embryo	£2.00	£0.40	<b>£2.40</b>
<b>Subscription payable 1st January</b>	£55.00	£11.00	<b>£66.00</b>
if paid by standing order	£50.00	£10.00	<b>£60.00</b>
<b>Joining Fee and Registration of Heard Letter and Prefix</b>	£37.00	£7.40	<b>£44.40</b>
<b>Export Certificates</b>	£28.00	£5.60	<b>£33.60</b>
<b>Registration of Imported Cattle not in calf</b>			
up to 3 months from date of entry	£28.00	£5.60	<b>£33.60</b>
3-6 months	£54.00	£10.80	<b>£64.80</b>
over 6 months	£106.00	£21.20	<b>£127.20</b>
<b>Registration of Imported Cattle with in vitro calves</b>			
up to 3 months from date of entry	£43.00	£8.60	<b>£51.60</b>
3-6 months	£69.00	£13.80	<b>£82.80</b>
over 6 months	£122.00	£24.40	<b>£146.40</b>

All transactions are plus vat. No transactions complete until payment is received and paperwork correctly supplied. It is the responsibility of the member to get all relevant information to the Society office on time or late penalties will be incurred.

# BREED HISTORY and CHARACTERISTICS

## BREED ORIGIN AND HISTORY

Salers (pronounced Sa'lairs) originate in the Southern half of the Massif Central in the Auvergne region of France. It has a rough and variable climate, and though higher, 2000-6000 ft, is very similar to our Lake District and the Highlands of Scotland and Wales. The Salers is one of the oldest breeds in the world, with prehistoric cave paintings suggesting that a similar type of animal has been bred in the area for 7-10,000 years.

They appear to be closely related to the old Celtic breeds and the African breeds, and were probably located in the Massif Central when red cattle migrated from Africa through the Iberian Peninsular and on into northern Europe and the British Isles.

## BREED IMPROVEMENT

What is certain is that Devons, Durhams, (Shorthorns) and West Highland cattle were imported into the Salers area in the mid 19th Century with the intention of improving the breed. At the same time a M. Tyssandier D'Escous challenged the introduction of outside blood and set about improving the Salers by selecting from within the breed.

His method was considered most successful, and he became known as the Father of the Breed. A statue honouring his work stands in the middle of the small mediaeval town of Salers from which the breed takes its name.

From that time until well into the 20th century the breed was improved and developed as a triple purpose animal, Milk-Meat-Draught.

Traditionally, this involved the simultaneous production of milk for cheese and a calf for beef production. In 1925 milk recording became compulsory and weight recording started in 1962.

Resulting from all this improvement and recording has emerged the ideal suckler cow with bred-in foraging ability, able to utilise and thrive on native grasses and forage both summer and winter.

## BREED CHARACTERISTICS AND QUALITIES

The difficult environmental conditions where the Salers breed developed makes it ideal for the poorer areas of the British Isles and today's beef industry. Salers are generally horned and dark red, though there are a very small number of black animals. Polled animals in the full blood herd are very rare. However, a growing number of polled and black Salers are becoming available in the pure bred herd. The skin and pigmented membranes are brown and consequently few eye or udder problems occur. A good hair coat which becomes thick and curly in winter gives hardiness and adaptability to cold and heat.

Having roamed the mountains for centuries, and been draught animals they have developed strong legs and good feet with black hooves. Consequently the cattle can travel long distance over rough ground without developing foot problems. They are equally able to tolerate long periods inside on slats etc. Being one of the oldest and genetically most pure of the European breeds,

the Salers produces a positive effect on the predictability in crossbreeding programmes in a consistent increase in hybrid vigour.

The French National Institute of Agricultural Research has run trials that show that Salers cows and heifers are able to draw on their body reserves when food is scarce to produce sufficient milk for their calf, building them up again quickly when grazing is plentiful. The same trials show that Salers are only fully mature at 5 to 6 years of age.

## Measured on farm

Average weight of mature cows	650-850kg
Average weight of mature bulls	1000-1200kg
Average height of withers of cows	144cm
Average height of wither of bulls	154cm

## Measured at the Paris Show

Average weight of cows 5 years+	844kg
Average weight of bulls 4 years+	1209kg
Heaviest weight of cow	963kg
Heaviest weight of bull	1401kg

(Heavier weights have now been recorded in the U.K)

## MATERNAL INFLUENCE

Fixed through its heritage the Salers female displays exceptional maternal qualities of fertility, milking ability, calving ease, hardiness and longevity. High percentage calf crops resulting from the inherent fertility of Salers are realised through early puberty, quick rebreeding and high conception rates coupled with the breeds predictable calving ease and large pelvic structure. Further maternal advantage is realised through the Salers ability to wean a heavy calf and take care of herself. More kilograms at weaning result from the combination of good lactation and lean growth factors.

Suckler cow herd costs are minimised though the breeds foraging ability, winter hardiness and minimal feet, eye and udder problems. Salers are known for their longevity and "wearability" no doubt due to many of the factors stated, stress free calving, good feet and legs etc.

In a survey carried out in France, of over 100,000 Salers cows, 25.1% were 10 years old or over and the calving interval was 374 days.

Bulls are known for their ability to cover large numbers of females and in the ranching countries bull numbers have been halved and calving percentages have risen, another valuable saving on herd costs.

Salers are a unique breed that combine high carcass quality and fast growth rate yet calve easily.

More live calves per cow put to the bull means more £££'s and it all begins with a trouble free birth. Vigorous calves born with moderate birth weights and slender long foetal conformation have gained Salers a proven reputation for easy calving. Salers sired calves offer the cowman the unique combination of increased weaning weights with less management at calving.

The dam and the sire both influence the weight and shape of the calf at birth. Salers

calves are relatively light at birth, about 36 Kg for heifers and 38 Kg for bulls, they are also long and rather flat in shape, it is this feature which makes the Salers bull very popular for crossing with commercial and dairy heifers.

The Salers influence contributes a large pelvic area to cross bred replacement females and will allow commercial suckler cowmen to utilise heavily muscled terminal sires in a cross breeding programme with less concern about calving difficulties.

## FEEDING AND CARCASS

The final measurement of a breeds capabilities is the economic production of a lean, nutritious and palatable protein product. That is what beef production is all about, Salers consistently produce the product that the industry and consumer demand. Salers and their crosses are being proven both by the feeder and the butcher.

Competitive live weight gains and efficient feed conversion have been documented by the feeder, whilst the butcher appreciates carcasses that are of industry acceptable weight from approximately 10-16 months and producing top grades. Salers cattle are extremely flexible in the finishing yard enabling feeders to make the best of the markets highs and lows.

The Salers is a carcass breed that calves easily and consistently produces carcasses that are high in quality and lean in composition. Salers are producing an industry preferred product that is making the breeder, the feeder, the butcher, and the retailer take notice.

## THE BEGINNINGS OF SALERS IN THE U.K.

In the spring of 1984, a herd of Salers was founded in Cumbria - 60 females and 4 bulls with as wide a genetic base as possible. Consequently, heifers by 45 different sires and 4 bulls completely unrelated to each other were imported into the U.K. from France.

All the cattle were first choices. Growth rate, docility, femininity, straight top lines and correct legs were the main criteria for selection. All dams, and granddams where possible, were inspected and had to come up to the same standard. In that importation were two females carrying the poll factor. All lived up to expectations, bred and gave no calving problems whatsoever.

From the original importation Salers cattle quickly spread all over the British Isles from the Shetlands to Cornwall and Ireland. The Salers Cattle Society of the U.K. was formed by Bryan Walling, Robert Hudson, Fiona Walling, Thomas Dobson and Bruce Worsley of Crosthwaite, Kendal.

The first AGM was held in November 1986, at that point there were a mere 10 members. Bryan Walling was elected as first Chairman.

Since then the breed has continued to expand throughout 1000 Salers are being registered annually by 175 members.

The Society is divided into Areas and is governed by a Council made up from the Area Representatives.

# Membership Application Form

## I wish to become an Annual member of the Salers Cattle Society of the UK Ltd.

And hereby agree to abide by the Rules of the Society until the termination of the year in which I withdraw my membership by notice in writing.

Signature \_\_\_\_\_

Date \_\_\_\_\_

### Terms of Membership

Initial Joining Fee & Registration of Herd Prefix  
**£37.00 plus VAT @ 20% Total = £44.40**

Annual Subscription  
**£55.00 plus VAT @ 20% Total = £66.00**

**Total Initial Fee = £110.40**

### Please complete the following in block capital (except for email & website address)

Membership Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Post Code \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Tel \_\_\_\_\_

Mobile \_\_\_\_\_

\*Salers Herd Prefix Name \_\_\_\_\_

\*\*Salers Letters \_\_\_\_\_

\* Salers Herd Prefix Name – this can be any name you choose provided it is not already registered with the society.

\*\* Salers Letters – Select three letters of your choice which will be the society computer reference for your herd.

Return this form to the secretary:

**Liz Wilde**  
**Ball Green Cottage,**  
**Well Head Lane, Hubberton,**  
**Halifax HX6 1NN**

### Payment Details

**A** Payment can be made by cheque made payable to Salers Cattle Society of the UK Ltd.

**B** Payment can be made direct into the society account, please pay RBS for the credit of the Salers Cattle Society of the UK Ltd.

**Account Number 11861110 Sort Code 16-26-14**

### Gift Aid

Gift Aid provides a great opportunity for you to increase the value of your donations and/or subscriptions to the Salers Cattle Society at no cost to yourselves. Provided you are a taxpayer we can claim from the Inland Revenue the basic rate tax paid on your donations/subscriptions, boosting them by 28%. So for every £10 we receive it is worth £12.80. All the society needs from you is a simple declaration saying that you want to use Gift Aid.

A declaration can cover one or more donations/subscriptions and can be made by filling in the form below.

**Name of Charity: The Salers Cattle Society  
of the UK Ltd**

**Charity Number: 1115115**

### Donor Details

Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Postcode \_\_\_\_\_

Herd  
Prefix \_\_\_\_\_

**I would like all donations/membership  
subscriptions I have made since 6th April 2006  
and all donations in the future to be treated as  
Gift Aid until I notify you otherwise.**

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

To qualify for Gift Aid you must pay an amount of income tax and/or capital gains in the tax year equal to the tax we reclaim from your donation.

# Salers Events 2013

**February 18th Stirling Bull Sales**  
United Auctions, Stirling

**May 4th Castle Douglas Spring Sale**  
Wallets Marts, Castle Douglas

**May 15th-17th Balmoral Show**  
Balmoral, Northern Ireland

**May 16th Welshpool Show & Sale**  
Welshpool Livestock Centre

**May 23rd National Beef Association Beef Expo**  
Malvern, Worcestershire

**June 6th-8th Royal Cornwall Show**  
Wadebridge, Cornwall

**June 20th-23rd Royal Highland Show**  
Ingleston, Edinburgh

**July 9th-11th Great Yorkshire Show**  
Harrogate Show Ground

**July 22nd-25th Royal Welsh Show**  
Builth Wells

**November 1st-2nd Premier Show & Sale**  
Wallets Marts, Castle Douglas

**December 2nd-3rd Royal Welsh Winter Fair**  
Builth Wells

**Council meetings take place on  
March 3rd / June 2nd / September 8th / December 8th**

**Annual General Meeting  
1st November, Wallets Marts, Castle Douglas**

Events/dates may change, be added to or removed as applicable  
Salers can be seen at many other events around the UK  
Your area representative will be able to inform you of events in your area.

## Salers Photo Competition

We are looking for high quality digital images of Salers cattle to enter into our photo competition, deadline for entries is 31st August 2013 - results will be announced at the annual dinner in Castle Douglas in November. Rules and regulations will be posted on the website. All images entered must be available for use by the Salers Society for promotional activity.





**Manor Lane Erogon**  
*Junior Bull of the Year*