

NEWSLETTER

STEWART STRONACH ELECTED AS THE 26TH PRESIDENT OF THE BRITISH SIMMENTAL CATTLE SOCIETY LTD

Well known Simmental breeder Stewart Stronach, Maisley, Keith, Banffshire has been elected as the 26th President of the British Simmental Cattle Society (BSCS) following the Society's recent AGM, held electronically by Zoom, on Monday 26th October.

First elected to BSCS Council in 2013, Stewart Stronach has most recently served as Vice President of the Society and Chairman of Shows & Sales North, before now taking over the position of President from Michael Barlow, Four Oaks, Ulnes, Nr Leyland, Lancs who completed his two year term of office at the close of the annual meeting.

From Banffshire in North East Scotland, Stewart is the fourth generation of Stronachs to farm at Maisley in Keith, Banffshire, where he's based with partner Fiona Sutherland, and their family including Michael, Ellie, Lauren, Aimee and Emma. Along with Fiona and Michael, the farming partnership includes Stewart's parents, Stewart Snr and Hazel, who reside at Berryleys Farm. Having established their pedigree prefix in the early 1980's, the Islavale herd is now one of the most recognised and successful in the Simmental breed and has regularly led the prices at the Society's Premier Sales in Stirling and Aberdeen. In the previous week, two Islavale Simmental bulls led the trade at the breed's Stirling Sale on October 19th when selling for 14,000gns respectively. To date the herd has sold bulls to a top price of 24,000gns.

Run with a very commercial perspective, the Islavale herd presently comprises of 200 cows including 160 pedigree females and 40 commercials.

Speaking following his election, Stewart Stronach said: "It's a great honour to have been elected as the Society's 26th President and in what is the breed and Society's fiftieth year in the UK." Outlining his aim for the Society to be commercially focussed, Mr Stronach urged breeders to cull hard and be selective in their breeding to continue to build the quality across the national herdbook and said: "British Simmental is established as one of the most influential and profitable breeds in the beef industry and has all the attributes to be a maternal mainstay of the commercial suckler herd in geographies across the UK.

"Efficiency is our strength in so many ways. Simmentals are versatile; complement all breeds; are easy calving, maternal milky mothers; produce beef from grass and are easy fleshing; are fast growing with terrific weight for age; and are long lasting functional cattle. These are the efficiencies beef producers and the modern industry are looking for and is what the Simmental breed can deliver."

In thanking members for their continued support Mr Stronach said that communication with every level of the industry would be a forward priority: "We will continue to work hard to engage with breeders, commercial beef producers, Simmental buyers, and all levels of the industry, to produce the type and quality of cattle they are looking for. If we continue to do this and highlight the breed's efficiencies and profitability, I feel there is a ready demand for Simmental cattle and a bright future ahead."



RESULTS OF THE 2020 BSCS ELECTIONS

Also at the BSCS AGM the results of the 2020 elections were announced with those elected to Council as follows: Adrian Ivory, Strathisla Herd (Scotland Region); Andrew Clarke, Breaghey Herd (Northern Ireland Region); Dafydd Jones, Banwy Herd (Wales Region); Richard Storer Smith, StorerSmith Herd; and Kevin Thomas, Crowgey Herd (England Region). Chris Martindale who was previously a co-opted member, was also elected from the England Region. Robin Boyd from the Northern Ireland Region was re-elected to serve a further term.

REMINDER: YOUR CHANCE TO ADVERTISE IN THE 50TH ANNUAL REVIEW!

Members are again invited and encouraged to advertise in the BSCS's 50th Annual Review. It would be great if you could support the Society's 50th Review! Bookings are open. Costs have again been maintained at previous rates. The closing date for bookings is Friday 27th November. The flagship publication of the Society, The Review is typically 200+ colour pages packed full of news, information, reports, and reflections around the British Simmental breed. Covid-19 has of course had a massive impact on the year and we won't be able to have the usual coverage of shows, sales and events in the year. However we are working hard to ensure that the 50th Review will be of the high standard expected and with special reflections of fifty years of the breed and

the Society in the UK. Publication of the 50th Review will be aimed at late February/ early March in 2021. Copies will be posted to members as per usual and also to the media, international associations, colleges and universities, and to a list of industry influencers. The Review will also be available at shows, sales, and events through the 2021 year. It's an anniversary issue and one not to be missed to advertise your herds, stock sires, semen available, or upcoming sales. We very much hope that you will support and advertise in the British Simmental 50th Annual Review and are happy to discuss your requirements. If you have any Review queries then please do contact the office on 02476696513 or by email: information@britishsimmental.co.uk

PLEASE NOTE: EXTENDED ADVERTISING OF YOUR HERD WHEN YOU TAKE AN ADVERT IN THE 2020 REVIEW

This year we are offering members an enhanced advertising package which includes digital promotion of your herd in addition to the printed advert in The Review. As well as being in The Review, your advert will also appear on the British Simmental and Simmental Market websites. Button badges of advertising herds will also be displayed quarterly on the Society's Facebook page through the year. We hope to give you more for your money when you advertise with British Simmental.

IMPORTANT: SALE DNAs REQUIRED AS SOON AS POSSIBLE

Please note, can we strongly advise that DNA samples for all animals entered for the February 2021 Stirling Sale should be forwarded to the BSCS office as soon as is possible. This will allow for the DNA to be sent to Weatherbys for sire verification and will give time to request any second samples, or any further testing, as may be required. Please also note, with the ongoing Covid situation developing, the turn round time for DNA testing can be six to eight weeks.

IMPORTANT: SALE HERD HEALTH DECLARATIONS

Members are reminded to please submit their Herd Health Declarations, for herds entering the February sales, to the BSCS office as soon as possible for verifying. Again, Herd Health testing may be delayed with the current Covid restrictions so please ensure that your herd tests are up to date, where required, or get them booked in so that the results are back in time for the catalogues to produce.

CLOSING DATE FOR STIRLING BULL SALES FEBRUARY 2021

Please note that the closing date for the Stirling Bull Sales, February 2021, is **Friday 27th November**. United Auctions have noted that the actual sale dates will be confirmed after close of entries.