

IT'S BACK!

THE 2021 'VIRTUAL' BRITISH SIMMENTAL SHOW IS SET TO GET UNDERWAY

Dust off your cameras and get ready to start snapping as the 2021 'Virtual' British Simmental Show is set to commence. One of the highlights of the 2020 year for members, and for the ever-growing audience watching online around the world, last years 'virtual' show saw an incredible 745 pedigree British Simmental animals enter entered over ten classes by 161 breeders from all four corners of the UK!

This 'good fun' competition proved to be a social media hit being the largest event of it's type in the year, and proving to be a fantastic showcase of the breed highlighting some terrific British Simmental cattle and bloodlines. So very much back by popular demand, here we go again and with the same simple principles as last year with just one or two tweaks.

A picture-based competition, and with a video class introduced this year, the main aim continues to be the promotion of the wonderful Simmental breed, with pictures of quality cattle showcasing all the great attributes Simmentals have to offer. With the amazing reach of the event through social media and websites last year, the 2021 event is again a first-class opportunity for members to promote their herds and British Simmental genetics to breeders, potential buyers, commercial producers, the UK industry in all its parts, and to a global online audience interested in good cattle and Simmental genetics. It will hopefully again act as a stimulus for forward sales, and general interest and enquiries in the breed.

So a few reminders of the focus of the 2021 'Virtual' British Simmental Show:

- It's very much a 'fun' competition! We want you to compete and take part in the light-touch, good fun manner in which the competition is based upon.
- All pictures should be natural shots of the cattle in the field, and taken by breeder owners as you go around your cattle. We're not looking for professional photographers to be employed!



- Please note the introduction of a new Bull Class (Class Eight); and a new Special class for one minute's video footage showcasing the animals of your choice on-farm.

The full 2021 'Virtual' British Simmental Show schedule is as follows:

Class 1: Autumn born bull calf, born between 1st July 2020 and 31st December 2020. Calf name and date of birth to be stated.

Class 2: Autumn born heifer calf, born between 1st July 2020 and 31st December 2020. Calf name and date of birth to be stated.

Class 3: Mature bull, born before 1st July 2018. Bull name and date of birth to be stated.

Class 4: Cow any age in milk. Udder must be seen in picture, no calf to be seen in picture, Cow name and date of birth to be stated.

Class 5: Spring born bull calf. Born in 2021. Calf name and date of birth to be stated.



Class 6: Spring born heifer calf. Born in 2021. Calf name and date of birth to be stated.

Class 7: Young bull class: born January to June 2020. Bull name and date of birth to be stated.

Class 8: Bull class: born between 1st July 2018 and 31st December 2019.

Special class: One minute video of any animals/herds in a setting of your choice.

Special class: Group picture, a scenic shot.

Special class: Commercial, any picture of Simmental sire calf or calves, sires name to be stated.

Special class: Young members, something light-touch involving young members and Simmentals. Picture must be taken by, or feature a young Simmental member.

	Entries open	Entries close
Class 1: Autumn born bull calf	25 th June	1 st July
Class 2: Autumn born heifer calf	2 nd July	8 th July
Class 3: Mature bull	9 th July	15 th July
Class 4: Cow any age in milk	16 th July	22 nd July
Class 5: Spring born bull calf	23 rd July	29 th July
Class 6: Spring born heifer calf	30 th July	5 th August
Class 7: Young bull class	6 th August	12 th August
Class 8: Bull class	13 th August	19 th August
Special class: One minute video	20 th August	26 th August
Special class: Group picture	20 th August	26 th August
Special class: Commercial sired calf or calves	20 th August	26 th August
Special class: Young members	20 th August	26 th August
Male Champion	Announced w/c 30 th August	
Female Champion	Announced w/c 30 th August	
Champion	Announced w/c 30 th August	

From this announcement in the newsletter the 'virtual' show will again be promoted continuously through the Society's Facebook in the run up to entries opening on 25th June and throughout the duration of the competition.

Each class will have a different judge, and this year it is very much an aim to invite some of the many excellent 'young' judges that are dotted around the UK.

The first class will be announced and opened on 25th June and run for one week. The next class will then be opened, and so on, for the remaining weeks. Entries will be required in by Thursday Midnight for the respective classes. Thereafter the respective classes will be judged over the weekend with all photographs entered dripped out from the Monday on Facebook and with the 'big reveal' of results later in the same week. All entries are required to be emailed to kate@britishsimmental.co.uk or information@britishsimmental.co.uk

ADDITIONAL POINTS AND RULES

- Only one photo to be submitted for each animal
- You can enter as many animals as you like in the respective classes
- Photo must focus on only the one animal – except in the special group classes
- You must be the owner of the animal in the photo you are entering
- No professional photos
- When entering, you must provide name of animal for entry to be valid
- Entries must have been received by Midnight on the closing date

WHAT THEY SAID LAST YEAR

Billy Robson, Kilbride Farm Herd: The standard of entry has been remarkably high and over such a big number of entries...the future of the Simmental breed looks very good..

Robin Boyd, Slievenagh Herd: The 'virtual' show really highlighted some tremendous Simmental cattle. There were a lot of good young bulls shown but the senior class of 57 working stock bulls was a stand-out for me...

Robert MacGregor, Team Herd: A terrific idea with no shows in the year and to see a class of over 150 cows was outstanding and showed the qualities within the breed in depth..

Michael Barlow, Denizes Herd: 750 entries way exceeded the Society's expectations. Hats off to the breeder members who supported this event and have set a very high bar in showcasing British Simmental...

If you had a go in 2020 then please do so again. If you watched in from the outside last year then now's your chance to have a crack in 2021! Your support is what will again make this event. We again very much hope that this competition can be a talking point and a bit of fun for everyone to take part in. Most important of all is the anticipation of the flood of wonderful pictures across social media promoting the British Simmental breed. British Simmental: The Breed That You Can Bank On #No1ContinentalBreedforAgeAtSlaughter

Look out for updates on Facebook from here and if you have any queries to this competition then please phone 02476 696513 or email information@britishsimmental.co.uk

