



BRITISH SIMMENTAL

CATTLE SOCIETY

WISHING ALL SIMMENTAL MEMBERS A VERY MERRY CHRISTMAS AND A HAPPY NEW YEAR!

That was the year that was! In writing this Christmas message it seems that 2023 has passed in a flash but it is a year that we can reflect upon positively with more than a few highs for the Simmental breed.

At the time of writing the official Simmental sale season has drawn to a close following the third staging of the Next Generation Sale of Females & Weaned Calves at Carlisle and what a way to finish! This still fledgling sale saw a fantastic top price of 26,000gns and with heifer averages of £5583, both new sale record marks. Buyers ranged from Southampton to the north of Scotland and all geographies in between which was great to see, and it's very much the aim to keep developing this Carlisle fixture as the breed's benchmark female sale.

The strength of sales in the year is in many ways the best measure of the demand for the Simmental breed by commercial producers who have choices in the market place, but are keying in on Simmentals added value and efficiency. To this end it is greatly encouraging that we can reflect on many sale highlights in the year, additional to Next Gen III, and which include:

- Record Simmental averages set at each of the Stirling fixtures in February, May, and October.
- Stirling in February the highest grossing sale with 97 bulls averaging £7,260, up £425 on the year, and with an 88% clearance.
- A record Simmental bull average at Carlisle in May of £6519
- Stirling in October seeing a new Simmental bull breed record of 46,000gns, and a record price for a Simmental female (heifer) of 32,000gns.

The bull sale average was also a new breed record average mark of £7594!

- A pedigree sales gross of £2,091,406, up by £87,479 on the year.

Prior to the October sale Simmental breeders were further buoyed by data from AHDB's National Beef Evaluations showing, in data over ten years, that Simmentals give you more both maternally and terminally. Industry leading at age at slaughter whether sired by a Simmental or out of a Simmental dam; significant reductions in finishing costs, and lower emissions meeting environmental challenges. This is tremendous, independent data showing the efficiency and profitability of the Simmental breed and will be central to forward breed promotions.

In closing, a massive well done is extended to all breeders and producers who have collectively made it such a 'visible' year for the Simmental breed. Some tremendous pedigree sales; topping commercial sales across the UK; interbreed success through the summer, and at the winter calf shows along with some terrific increased entries. All has created a little feelgood 'buzz' and let's take aim at nudging that bar a little higher in 2024 with this 'super Simmental' breed.

Again this end of year message is the perfect place to sincerely thank you for your membership of the Society, and support in the year, it is greatly appreciated. The assurance is there as we take aim at 2024 the Society, in all its parts, will continue to work hard, push forward, and to deliver a professional level of herdbook, technical, and promotional work that meets your expectations.

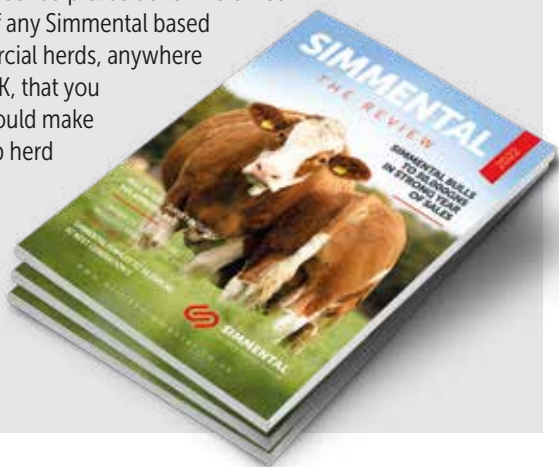
In wishing you and your families a very Merry Christmas and a Happy 2024 New Year, remember, 'there's more to Simmental'.



SIMMENTAL REVIEW 2023 & PUBLICATIONS

Thank you to everyone who has booked and placed an advert in this year's Review, it is greatly appreciated.

PLEASE NOTE: If anyone would still like to advertise then please contact the office. Whilst we can't guarantee inclusion at this late stage we will try and accommodate if we can. Contact information@britishsimmental.co.uk or Tel: 02476 696513. With some possible revisions to ensure relevance and practicality, the Review will again be built around a mix of news, articles, features, and a round-up of the British Simmental 2023 year. Publication of the Review will be aimed at February 2024 and prior to the Stirling Bull Sale. As is normal, copies will again be posted to all members, as well as the agricultural media, international Simmental associations, colleges and universities, and to a list of industry influencers. The Review will also be available at shows, sales, and events through next year. As was initiated this year we will also be aiming to produce a supplementary promotional publication 2024. The simple aim is that this 'agile' publication will be feature based and targeted at commercial beef producers to promote the abilities, efficiency, and profitability of the Simmental breed, whilst also highlighting upcoming sales. We are always on the lookout so please do let the office know of any Simmental based commercial herds, anywhere in the UK, that you think would make for a top herd feature.



HERDBOOK REMINDER: Embryo Calf Registrations

Just a further reminder, it is a requirement of the Society presently under rule 7.8, that all ET calves are fully parentage verified upon registration. This means that both the sire and dam must be DNA tested as well as the calf.

However, as per previous correspondence, the Council of Management is aware that some older embryos may be stored where the parents have not been DNA tested, and where there will not be samples available for these animals. Therefore, if you have embryos stored please contact us before use at the Society office on 02476 696513 or by email at information@britishsimmental.co.uk to check if the parents are DNA tested.

The Council of Management will consider cases individually, where parentage verification cannot be performed on ET calves due to the sire or dam not being DNA tested. However, all such calves must be registered before 31st December 2025, after which no further exceptions to this rule will be considered.

CHRISTMAS & NEW YEAR DATES FOR THE BSCS OFFICE

The Society's office will close for the Christmas period at 5pm on Thursday 21st December and will reopen on Tuesday 2nd January at 9am. Please note that registrations can still be submitted over this period either online or by paper means. All emails and post received whilst the office is closed, and any telephone messages left, will also be dealt with and replied to from the 2nd January date.

SIMMENTAL MARKET BRIEFS & SOCIAL MEDIA

Through 2023 the Society has been publishing Market Briefs on social media highlighting the Simmental breed 'doing the business' and topping sale sections across some thirty plus livestock markets around the UK. It's an effective means of promoting the commercial abilities of the Simmental breed to leave a profit, and has proven to be very popular. If you see and can forward any links or little snippets of Simmentals doing well in your area and at local markets, we will be very happy to publish them. Similarly if you have any good, fun, or quirky pictures of Simmental cattle then please do forward them through the year to information@britishsimmental.co.uk and it just gives us options.

The Society continues to work hard at promoting the breed through the various platforms of social media, websites, video livestreaming, and email marketing. The Facebook followers on the Society's page has now grown to over 15,300 and with consistently high levels of post reach and engagement. If you can like, share, and comment on posts it really does help to grow breed and event promotion and would be greatly appreciated. Let's see if we can collectively keep building the breed's online profile in 2024!

'CLASSY' COOLCRAN HEIDIS NOREEN SELLS FOR 26,000GNS TO LEAD THE NEXT GENERATION III SIMMENTAL SALE AT CARLISLE

- 26,000gns a record for a NI Simmental female, and a sale centre record
- 34 heifers average £5583.53, a sale record average and up by +£363
- Denizes sell two heifers at 10,000gns
- Islavale Peaches, Weaned Calf Champion, makes 9000gns

The classy October 2022 born heifer Coolcran Heidis Noreen from Shane and Paul McDonald, Coolcran, Tempo, Co Fermanagh, sold for 26,000gns to lead the third staging of the Next Generation Sale of Simmental Females & Weaned Calves at H&H's Borderway Mart, Carlisle, held on Friday 1st December.

Earlier in the day Coolcran Heidis Noreen had won the Overall Supreme Female Championship in front of the judge Reece Simmers from the noted Backmuir herd, Keith, Banffshire. Come sale time the opening bid of 10,000gns set the tone for some spirited bidding and with Reece Simmers backing up his judging by purchasing the Champion. Coolcran Heidis Noreen, who had secured a number of show titles through the summer in Northern Ireland, is by the AI sire Saltire Impressive, and is out of Coolcran Ellas Heidi.

Commenting afterwards Reece Simmers said: "This was just a tremendous heifer with great style, presence, and quality. She is long and clean with a great top line and good plates. Every angle you looked at her she was just full of class and very feminine. Coming to the sale we had no real thought to buying but this was just a complete Simmental heifer of a quality that you don't see very often, she was a clear Champion in my eyes, and we're delighted to have been able to buy her."

Female Champion Coolcran Heidis Noreen 26,000gns.



The 26,000gns was a new record for a NI Simmental female, and was also a new Next Gen Sale, and Simmental centre record. With four animals on the day making over 10,000gns, the 34 served/maiden heifers sold averaged £5583.53 up by +£363 on the year, and again a new record average for the sale. Three weaned heifer calves averaged £5180, and the one cow and calf in the catalogue made £6300. The sale saw some strong bidding for the quality lots on offer from a combination of existing and new breeders.

To see the full sale report and pictures on the Society's website please go to: <https://britishsimmental.co.uk/sale-reports/>

Reserve Female Champion Overhill House Neva 18,000gns.



46,000GNS OVERHILL HOUSE NEO LEADS THE WAY AT RECORD BREAKING STIRLING SALE!

- 46,000gns is a new UK breed record for a Simmental bull sold at auction
- 53 bulls (+8) average £7594, up by £36 on the year, and a new breed record sale average
- Simmental only breed to sell more bulls on the year
- 12 bulls sell for 10,000gns and more, as bull sale grosses £422,606



Simmental records were sent tumbling at Stirling as the April 2022 born Overhill House Neo from Over Hill House, Armadale, West Lothian sold for 46,000gns to lead the Simmental Bull Sale at United Auctions, Stirling on Monday 23rd October. The top price set a new breed record for a Simmental sold in the UK, and with Overhill House Neo being purchased by Reece & Andrew Simmers for their noted Backmuir herd at Backmuir Farm, Keith, Banffshire.

In addition to the new top price mark, fifty-three Simmental bulls sold to average a mighty £7594 which in itself is a new UK breed record sale average and eclipsing the previous figure of £7558 set at the corresponding fixture last year.

Overhill House Neo is one of the first sons to be offered at sale by the herds 26,000gns stock bull Pistyll Kingsman who was purchased at Stirling in February 2021, and is out of the Hillcrest Jerome ET daughter Seepa Daffodil. On the previous day, and by common consent in front of one of the biggest ring side crowds seen at a Simmental pre-sale show, Overhill House Neo had been tapped out as the Overall Supreme Champion by the judge Hazel McNee of the noted Finlarg herd at Over Finlarg Farm, Tealing, Dundee.

Commenting after her day in the middle, Hazel said; "I was really delighted with my Champion, I think he's a Simmental bull just full of quality and he really stood out for me. He's easy fleshed, very correct, walks extremely well, and has tremendous length. He's the dark colour which I like, and had more than a wee bit of that showy presence I was looking for." Of the show of Simmental bulls generally Hazel went on to say; "It was a tremendous show with a lot of very modern bulls suited to the market and offering choice for both commercial beef producers and pedigree breeders. The depth in the classes certainly made by job a very enjoyable one."

It was indeed a terrific all-round Simmental sale with the day seeing a new UK record for a Simmental bull; a new record for a



Simmental female; a new record sale average for the breed; and with Simmentals being the only breed to sell more bulls on the year!

32,000GNS HEATHBROW NATASHA LEADS THE WAY AT RECORD BREAKING HEATHBROW DISPERSAL SALE

- 32,000gns sets new UK breed record for a Simmental female sold at auction
- Five lots, including outfits sell for 10,000gns and more
- Sale grosses £347,700

Simmental achieved a new 32,000gns female breed record in Stirling on Monday 23 October when David and Lesley Sapsed dispersed their entire noted Heathbrow polled herd following a decision to retire after almost three decades of breeding pedigree Simmental.

Star of the sale at 32,000gns was Heathbrow Natasha, an 18-month-old maiden by the herd's illustrious Heathbrow Important 17, the multi-title winning show bull, herd sire and European Simmental Bull of the Year in 2019, and she was out of Raceview Emerald Alicia600 EX91 by Milnafua Graduate. A striking, fleshy well-balanced heifer exemplary of the breed, Natasha had already been in the limelight during her short-lived show career having secured the Great Yorkshire Junior Interbreed title and Reserve Breed Champion at Edenbridge, together with a fist full of red tickets. She was knocked down sold to Jimmy and Vikki Wood based at Popes Farm, Dutton, Preston, Lancashire.

Commenting after the sale Jimmy Wood said: "It was actually our daughter Hannah who bought her and will be starting a herd in her own name with Natasha as her foundation female. We first saw Heathbrow Natasha at Herts County Show when she was just a young heifer and immediately saw her potential. We've been 'up close and personal' to her ever since having shown at many of the same shows through the summer. She's just kept coming on and we thought she was outstanding at the Great Yorkshire Show. Natasha has everything we would look for in a female. She's full of femininity with lots of sparkle and presence and is a totally new bloodline with the best of breeding behind her, a real cow maker for the future. It's a big price tag but it's a long-term investment and there's always going to be competition when that quality of heifer and genetics comes to the market."

David Sapsed commented after the sale: "Lesley and I are both really delighted with the trade and it was fantastic to see such widespread demand for the Heathbrow



Heathbrow Natasha 32,000gns.



The Wood's and Sapsed's with Heathbrow Natasha.

cattle. There were a lot of new entrants and younger breeders buying cattle and we hope their purchases set them off on as enjoyable a pedigree road as we have had. Cattle sold into Scotland, back to England, and with an export trade to both Germany and the Republic of Ireland.

"Very much the icing on the cake was the fantastic sale of Heathbrow Natasha to the Wood family. That's our first female at

auction to sell for over 10,000gns and for her to set a new Simmental female record, well it was an unbelievable finale to our pedigree breeding career. Lesley and I would like to thank all of the bidders and buyers on the day and we wish everyone the very best of luck with their new purchases."

To see the full sale report and pictures on the Society's website please go to: <https://britishsimmental.co.uk/sale-reports/>

PROVISIONAL SALE, SHOW & EVENT DATES FOR 2024

Please see here a list of provisional BSCS sale, show, and general event dates for 2024. As always, these dates are correct at the time of publication but in instances may be subject to change. Where any dates are changed, updates will be notified to members through email, social media, and the Society's website.

February	
Stirling Bull Sales, United Auctions	19 th
Aberdeen & Northern Marts, Thainstone	28 th
March	
Dungannon Sale, Bulls & Females	22 nd
Melton Mowbray Multi Breed Sale	23 rd
April	
Beef Expo at North West Auctions, Jct 36, Crooklands, Nr Kendal	27 th
BSCS Worcester Sale	27 th
May	
Stirling Multi Breed Sale	6 th
Carlisle Sale (Multi Breed), H&H	10 th - 11 th
Royal Ulster (Balmoral) Show, Belfast	15 th - 18 th
June	
Scotsheep, Aikengall Farm, Innerwick, Dunbar	5 th
Royal Cornwall Show, Wadebridge	6 th - 8 th
Royal Highland Show, Ingliston, Edinburgh	20 th - 23 rd
English Simmental National Show (within Royal Norfolk Show)	26 th & 27 th
July	
Great Yorkshire Show, Harrogate	9 th - 12 th
Royal Welsh, Llanellwedd	22 nd - 24 th

August	
Scottish Simmental National Show (within Turriff Show)	4 th - 5 th
Northern Irish National Simmental Show (within Enniskillen Show)	10 th
Welsh National Simmental Show, (within Pembrokeshire Show)	16 th /17 th
October	
Cornwall Pedigree Calf Show, Wadebridge	19 th
Stirling Bull Sales, United Auctions	21 st TBC
November	
NW & BSCS Pedigree Youngstock Show within Borderway Agri Expo, Carlisle	1 st
Stars of the Future, Stirling	9 th
English Winter Fair, Staffordshire	16 th - 17 th
Agriscot	20 th
Live Scot (Scottish Winter Fair), Lanar	22 nd - 23 rd
Northern Ireland Club Calf Show, Dungannon	25 th
Welsh Winter Fair, Llanellwedd	25 th - 26 th
Royal Ulster Premier Beef & Lamb	26 th
December	
BSCS Next Generation Sale IV, H&H, Carlisle	6 th
Welsh Pedigree Calf Show, Carmarthen Livestock Market	9 th

IMPORTANT: THE YEAR LETTER FOR 2024 IS

With 2024 fast approaching, please note that the registration letter for the year is 'R'. A list of suggested names for use will be included within the upcoming Review and will also be available on the website at www.britishsimmental.co.uk

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NEXT GENERATION IV SALE ANNOUNCED FOR 6th DECEMBER 2024

