

BRITISH
SIMMENTAL
 CATTLE SOCIETY

CHRIS MARTINDALE ELECTED AS THE 28TH BRITISH SIMMENTAL PRESIDENT

- Michael Durno elected Vice President

Shropshire-based breeder Chris Martindale has been elected as President of the British Simmental Cattle Society (BSCS) following the Society's Annual General Meeting held in Stirling at the October Bull Sales.

Having served as a Council Member since 2021, he takes over from Norman Robson, Kilbride Farm, Ballyclare who had served as President for a two year term of office. Chris Martindale, who had been the Society's Vice President and Chairman of Finance, also over the previous two years, becomes the 28th Chairman of the BSCS in its 54 year history, and the tenth from England.

Chris, together with his wife Kath, joined the BSCS in 1990. Their Forsdale Herd based at Coedfa, St Martins, Oswestry was established following the private purchase of two cows with calves at foot from the Dispersal Sale of the Boscobel Herd of Mrs EP Yates, Codsall Wood, Wolverhampton. Simmental was the chosen breed as the Martindales wanted cows that were easy calving and easy managed, had good docility, and great mothering ability. Today the herd comprises of twelve pedigree cows and fits well with Chris who is the Sales Manager for Lloyd's Animal Feeds, a company he has worked for 33 years.

In recent years, the herd has gone down the polled route, again with an increasing emphasis on ease of management, and with the calves from their latest heterozygous polled stock bull, Wroxall Nescafe (P), eagerly awaited in the Spring. Keen supporters of local shows, the Forsdale Herd has met with much success showing females at Newport, Oswestry, and Denbeigh shows. Bulls are sold from the farm and to a repeat customer base. A noted pedigree judge, Chris Martindale has judged all over the country and at major shows including the Royal



Pictured here is Chris Martindale (right), and Michael Durno (left), presenting a 'thank you' gift to Norman Robson, at Stirling, marking his term as BSCS President.

Highland, Royal Welsh, and the Simmental World Congress show held within the Royal Norfolk in 2008. Most recently he judged the pre-sale show of Simmental bulls at Stirling in October 2022.

A significant momentum behind the Simmental breed has seen an uplift in commercial demand, a series of record sale averages, and increased pedigree registrations for three consecutive years. Commenting on this Chris Martindale said: "In a focussed industry, commercial producers need high performing, benchmark maternal traits as the long-term foundation to build their suckler herds upon."

Continued overleaf...



"There's an increasing recognition that modern Simmental genetics gives you that and more. Easy calving, easy managed, full of milk, calving year on year, producing quality female replacements and fleshy, growthy calves. The analysis of AHDB's figures proves the performance of Simmental females, both pure and when crossed with any breed. Add in the further terminal advantages proven in age at slaughter and daily carcass gain, and it adds up to real money and performance for producers."

A further focus of the next two years will be preparing for the 25th World Simmental Congress with it recently being announced that

this will be hosted by the British Simmental Cattle Society in the United Kingdom in 2026 (see below). In a further comment, Chris Martindale went on to say:

"I am extremely honoured to have been elected as President of one of the UK's leading beef breed societies. As a Society we'll continue to work hard and take dead aim at promoting the Simmental's abilities, to grow the breed across the UK markets. We're excited to have been awarded the World Congress in 2026 (see below), and it will provide a terrific platform for us to further showcase the Simmental breed."

SOCIETY OFFICE BEARER'S ELECTED FOLLOWING AGM

At the same meeting as above the results of the elections to Council were duly announced, John Barlow of the Denizes herd re-elected, and Richard Price of the Whalegreen herd elected, to the two vacancies in the England & Isle of Man Group. In the short Council meeting held at the close of the AGM the following members were elected to the respective Council office bearer positions: President: Chris Martindale, Forsdale Herd; Vice President and Chairman of Shows & Sales North, Michael Durno; Auchorachan Herd; Chairman of Finance: Adrian Ivory, Strathisla Herd; Chairman of Shows & Sales South: John Barlow, Denizes Herd; and World Simmental Fleckvieh Federation Representative: Norman Robson, Kilbride Farm Herd.

BRITISH SIMMENTAL TO HOST 2026 WORLD SIMMENTAL CONGRESS!



SIMMENTAL WORLD CONGRESS UK 2026

The British Simmental Cattle Society will welcome the 'Simmental world' when it hosts the breed's World Congress in 2026! Britain was confirmed as the host following the General Assembly of the World Simmental Fleckvieh Federation held in Calgary, Canada, at this year's Congress.

Planning for the 2026 event is already underway with the Congress likely to be held over eight days in June, and which will see delegates have a heavyweight mix of open days at foremost pedigree and commercial herds; a day at the Royal Highland Show; a pedigree sale; cultural visits to landmarks and city attractions; knowledge exchange and technical presentations; and all the while taking in some of the beautiful geographies and breathtaking scenery that the UK offers. There'll be plenty of fun, some special evening dinners and socialising, and with a visit to a distillery a delegate request from the countries in attendance in Canada!

First and central, the Congress is about the cattle and it presents a unique opportunity for British Simmental to promote the qualities of the breed to a world and domestic audience. In the early stages of planning, and being pieced together, the Congress will visit geographies including the North East of Scotland, Edinburgh and the Lothians (taking in the Royal Highland), the Red Rose county of Lancashire, and with a hop over the water to Northern Ireland.

Established in Zagreb, Croatia in 1974, the World Simmental Fleckvieh Federation today has some 26 member countries and representative of all five continents. Every two years a World Congress is held in a nominated country, and with the 2026 event also being the WSFF's Silver Jubilee 25th staging.

From establishing, the aims of the WSFF have been to promote the Simmental breed through co-operation between member countries; the exchange of technical information; the comparability and harmony of pedigrees and herd books; and through the Congress, the opportunity to see Simmental cattle in their host countries and how they fit into the geography, beef system, and meet market demands.

Commenting, new BSCS President Chris Martindale said: "It's an honour for the Society to have been awarded the 25th Simmental World Congress, and what a platform it presents for us to showcase the best of British modern Simmental genetics. The days will be open and inclusive to delegates, members, commercial producers, and anyone with an interest in seeing the quality, versatility, and performance that this breed has to offer. There's work ahead but it promises to be a fantastic week."

Look out from here for further news and announcements around the UK hosting the 2026 World Simmental Congress.

WISHING ALL BRITISH SIMMENTAL MEMBERS A MERRY CHRISTMAS AND A HAPPY 2025 NEW YEAR!

Can you believe that we are in touching distance of 2025 and with another twelve months having seemingly passed so quickly! In this December newsletter the Society's Council and staff would like to extend seasons greetings to all members, and to wish you and your families a very Merry Christmas, and a happy, healthy, and fulfilling 2025.

The end of year Newsletter traditionally gives the Society the opportunity to once again say a huge well done to you on what has been another strong year for the breed, and at the same time to say a very sincere thank you for your continued support and membership. You the members are the beating heart of the Society. As such the focus of the sum of the parts of the Simmental Team is to work as hard as we can to promote and grow the reach of the breed throughout the United Kingdom on your behalf.

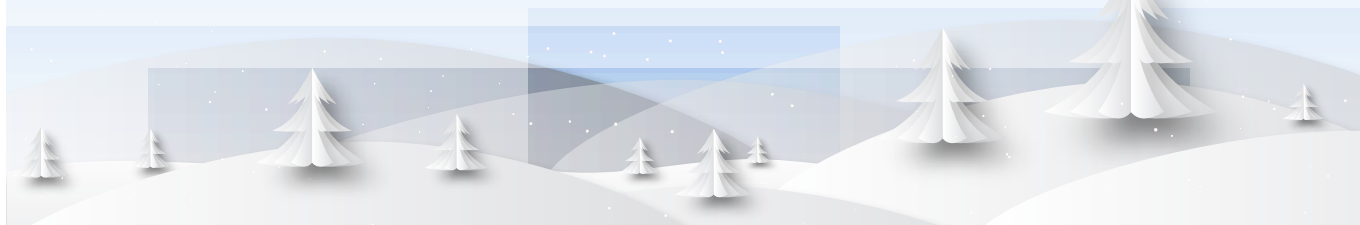
A happy recent tradition has been the ability to finish the year on a positive 'front foot' and reflect on more than a few positives. To this end 2024 again delivered with: Society Sales in the year seeing some further record averages, all breeds top prices, and strong clearances; a record sales gross of well over £2 Million; increased registrations for the third year in a row; and another strong year of shows with some high profile interbreed wins along the way. The Society was able to realise a small surplus in the year and with finances in good order to support and extend promotional and technical work going forward.

As you'll see within this Newsletter, and given a fair wind from ongoing industry challenges, 2025 will again see a packed schedule of Simmental sales, shows, and specialist events around the United Kingdom. Looking a little further forward and we're starting to roll out awareness of, and plans for, the World Simmental Congress being held in the UK in 2026. With a little ongoing momentum behind the breed there are some exciting times ahead that members can get involved with, look forward to, and through which we can collectively keep pushing and promoting British Simmental genetics.

Merry Christmas and a Happy New Year from all at British Simmental, and we look forward to seeing you in 2025.

CHRISTMAS & NEW YEAR DATES FOR THE BSCS OFFICE

The Society's office will close for the Christmas period at 5pm on Monday 23rd December and will reopen on Thursday 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.



2025 BSCS YOUNG MEMBERS WEEKEND IN SCOTLAND

1st – 3rd August

In another exciting announcement, first notice is given that the 2025 BSCS Young Members Weekend will be held in Perth, Scotland between 1st – 3rd August.

Following the success of this year's event in Northern Ireland the 2025 weekend will follow a similar programme including herd visits, a national stock judging competition for teams and individuals, and a visit to the Scottish National Simmental Show within Perth Show. As well as the 'business at hand' the weekend will again see plenty of time for fun and socialising at the arranged events and barbecues.

With a view to building upon this week, discussions are ongoing around the herd visits within the weekend being developed into a breed promotional farm walk/visit, and open to everyone.



As with last year's Young Members Weekend it is again very much hoped that all BSCS Clubs will get involved with this event to promote it and by encouraging and helping young members within the respective regions to attend. Please look out for further details in due course but very much a date for your diaries.

2024 ANNUAL SIMMENTAL REVIEW

As always, thank you to everyone who has booked and placed an advert in this year's Review, it is again greatly appreciated. **LATE BOOKINGS:** As at the time of this Newsletter, 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.

This year we were delighted with the interest and take up of the Review with almost every copy printed having been picked up at sales, shows, and events! As such we're going to follow the same style and format for this next year's publication, and with it comprising of a mixture of news, reflections, articles, features, reports, and a general round-up of the 2024 British Simmental year.

As is usual, 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 specialist events through the 2025 year. Again, thank you for your support of what is the Society's flagship publication.



REVISION OF SOCIETY RULES

Please note that a fully revised and updated set of Society rules has been uploaded onto the Society website and can be found at www.britishsimmental.co.uk and under 'The Society' dropdown. All new and any amended rules from the previous revision onwards, and notified to members, have been included. There are also several updates and new inclusions in what is a comprehensive revision by the Society's Council. At all times Council has tried to keep in line with the EU Zootechnics/Directives and guidance from DEFRA.

IMPORTANT: DNA testing of animals at Simmental Society Sales

Introduced on 1st May 2023, all animals including calves which are sold at sales held under the auspices of the Society British Simmental Society (entered into collective, draft, production, reduction and dispersal sales) which are registered as polled, must be DNA tested to confirm their polled status. This test can be ordered at the same time as the parentage verification or if your animal has already been DNA tested, it can be done retrospectively. The additional cost of the polled test is £6.60 including VAT.

Introduced from 1st January 2024, all animals including calves which are sold at sales held under the auspices of the Society British Simmental Society, must be DNA tested and sire verified. This includes all Collective Society sales (including draft animals), production, reduction and dispersal sales.

IMPORTANT: Society Sale Inspections

As per previously notified, and introduced from 1st January 2024, please note that all animals which have been given a yellow mark during the inspection under rule 13.9.1, will be eligible to be shown in the pre-sale show. The Auctioneer will announce that at the point of inspection that the animal was found to be marginally overshot or undershot.

IMPORTANT: Ultrasound Scanning of Sale Bulls

As a reminder, and as per the Society rule 13.3.5, sale vendors whose animals have been officially weight-recorded by Breedplan will have the full range of EBV's and Society Index Information published in the catalogue of sale, and pen cards produced, to a criteria of five points. With respect to ultrasound scanning the noted points are:

- Bulls for sale must be scanned and have an authenticated Breedplan weight recorded in a BLUP run prior to the production of the given sale catalogue.
- Bulls from a recorded herd that haven't been scanned in time for the given sale catalogue will not have EBVs and Society Index Information published in the catalogue, but will be provided with a pen card if they have been weighed.

PLEASE NOTE: the acceptable scanning age range is 300 to 800 days – however, around 400 days is preferred. Beyond this bulls can be of a size which makes them very difficult to scan due to the large size of their eye muscle.

IMPORTANT HERDBOOK REMINDER: Embryo Calf Registrations

- Including reminder reference to older/aged embryos.

Just a further reminder, it is a requirement of the Society under rule 5.8 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.

IMPORTANT: Updating breeders' herd lists

In June this year herd lists were sent to all members asking that they be brought up to date, and returned to the Society by the end of August. Thank you to everyone who has returned their listing, it really is a huge help. As at the time of this Newsletter we are still awaiting a good number of outstanding updated herd lists. Could we respectfully ask that if you haven't yet done so, could you please update your herd list and return it to the office by the end of January 2025.

If you require a further herd list to be sent to you for this purpose, then please contact the office. If it's easier we'd be happy for you to send your up to date BCMS/SCOTEID/DAERA list and we can do the necessary from that. On an ongoing basis it is hugely important that we keep the herdbook accurate and up to date, and particularly at a time when we need to be ready to transition to the new BreedLogic system being implemented by ABRI. Your help with this would be greatly appreciated.

REMINDER: Myostatin testing in British Simmental

In July this year, the Society sent out a first, and informative, letter regarding Myostatin testing in British Simmental. A copy of this information note can be found and referred to on the Society's website at www.britishsimmental.co.uk and under the Technical heading.

As an immediate reminder, the Society's Council of Management put forward the following and which was applicable from July:

'Myostatin testing of pedigree Simmental cattle is optional for members of the Society. Where any animals have been tested, through the Society and/or independently, all test results will be shown in the herdbook, on printed certificates, and in all sale catalogues.' Provision for these inclusions have been made with ABRI Breedplan as the IT software providers, and you may have seen some test results in the Stirling October Simmental catalogue. Costs of myostatin testing: At the time of an animal being routinely DNA'd, there is an option for you to ask for it to be myostatin tested if you would like to. This increases the costs of the standard DNA test by £5.50, and to a total of £33.00 + VAT.

NEW WELSHPOOL SALE FIXTURE ADDED TO BSCS SPRING SALES

The Society is pleased to announce the introduction of a new Simmental Sale fixture to be held at Welshpool on May 15th 2025. The sale will be held alongside the established Limousin fixture held on the same day. With the ongoing aim of growing the reach and visibility of the Simmental breed in England & Wales, the sale will look to encompass bulls, females, and an entry of Simm X Hi Health heifers. Commenting BSCS Council member for Wales, Dafydd Jones said: "There's a growing market for, and recognition of, Simmental genetics in Wales that we hope this sale will meet and develop over time. It's a first step and we're delighted to be working with the Welshpool auctioneers." Look out for further news and announcements around this new fixture.

IMPORTANT: THE YEAR LETTER FOR 2025 IS

With the New Year just around the corner, please note that the registration letter for the 2025 year is 'S'. A list of suggested names for use will be available on the website at www.britishsimmental.co.uk

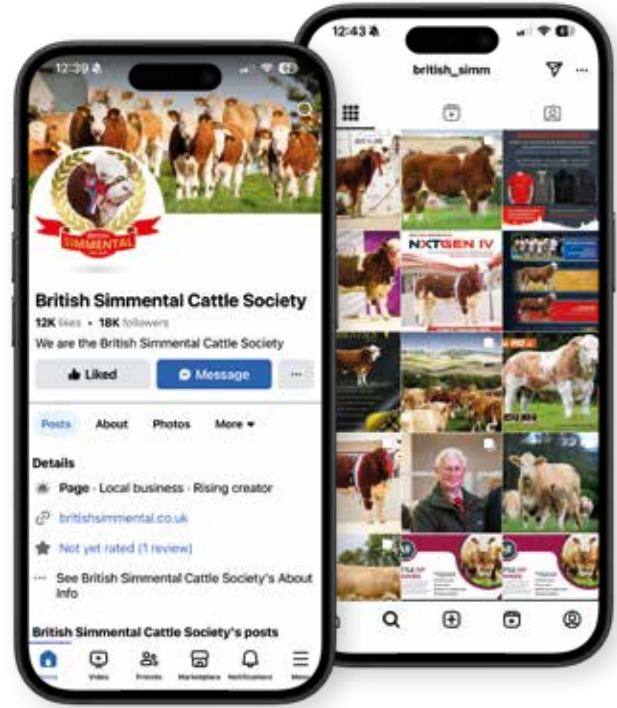
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SOCIAL MEDIA & PROMOTING THE SIMMENTAL BREED

A main emphasis of the Society's breed promotion has continued to be the extensive use of social media, websites, livestreaming, and email marketing. Short 'vox pop' type videos, and graphics, with testimonials from commercial producers have also been introduced and well received.

The Society continues to work hard at promoting the breed through the various platforms of social media, websites, video livestreaming, and email marketing. Social media posts go up pretty much every day and the Society now has over 18,500 Facebook followers with ever growing levels of post reach and engagement. Please play your part to keep this going! It's a 'free' means of promoting the breed to a huge audience. Members and regional clubs help in liking, sharing, and commenting on posts massively helps to grow breed promotion and really is appreciated.

Play your part in Team Simmental! 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 leads for commercial features, good, fun, or quirky pictures of Simmental cattle, then please do forward them through the year to information@britishsimmental.co.uk It all helps to give us promotional options.



NEXT GENERATION V SALE ANNOUNCED FOR 5th DECEMBER 2025



2024 AUTUMN SIMMENTAL SALE & SHOW SNAPHOTS!

See here some snapshots of the money makers and prize winners at what's been another busy autumn period of sales and shows for the Simmental breed. For full reports and pictures on all of these events then please go to the Simmental website at www.britishsimmental.co.uk



Stirling October Reserve Intermediate Champion Kilbride Farm Prince - 28,000gns.



Stirling October Overall Supreme Champion Popes Premier - 15,000gns.



Broombrae Delight M20 sold to 8,000gns at the final dispersal sale of Gordon Clark.



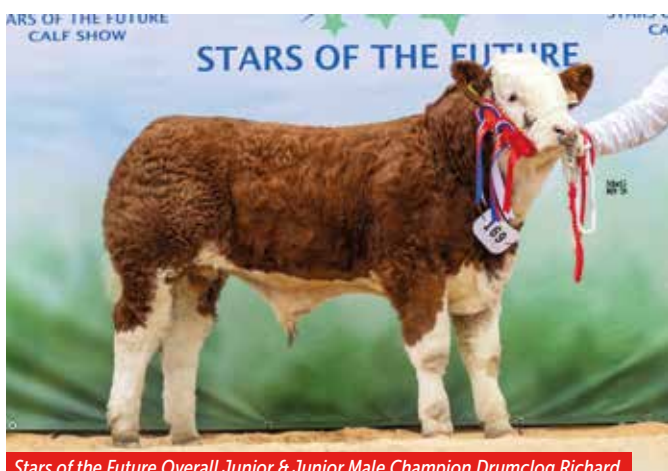
8000gns, Denizes Matilda 6th (ET) who topped the Denizes Production Sale.



Denizes Phantom Overall Supreme Champion - Borderway Youngstock Show.



Delfur-Phantom-Reserve Overall Champion - Borderway Youngstock Show.



Stars of the Future Overall Junior & Junior Male Champion Drumclog Richard.



Stars of the Future Overall Senior & Senior Female Champion Bowhill Petal.



Cornwall Calf Show Supreme Champion Bosahan Rosella Ingrid Venus.



Springfield Prada wins Overall Supreme & Female Champion at Livescot 24.

PROVISIONAL SALE, SHOW & EVENT DATES FOR 2025

It looks like another full on Simmental fixture list for 2025! Please see here a list of provisional BSCS sale, show, and general event dates for the year. 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	17 th
Aberdeen & Northern Marts, Thainstone	26 th

March

Dungannon Sale, Bulls & Females	21 st
Melton Mowbray Multi Breed Sale	22 nd

May

Swatragh, NI Club sale	2 nd
BSCS Worcester Sale	3 rd
Stirling Multi Breed Sale	5 th
Carlisle Sale (Multi Breed), H & H	9 th & 10 th
Royal Ulster (Balmoral) Show, Belfast	14 th – 17 th
Welshpool Sale	15 th
RNAS BeefTech event, Home Farm, Kininmonth, Peterhead	28 th May

June

Royal Cornwall Show, Wadebridge	5 th – 7 th
Royal Highland Show, Ingliston, Edinburgh	19 th – 22 nd

July

Great Yorkshire Show, Harrogate	8 th – 11 th
English Simmental National Show, Royal Lancashire Show	18 th – 20 th
Royal Welsh, Llanellwedd, Builth Wells	21 st – 24 th
Northern Ireland National Simmental Show, Clogher Valley show	30 th

August

Young Members Weekend, Perth, Scotland	1 st – 3 rd
Scottish Simmental National Show, Perth Show	2 nd
Welsh National Simmental Show, Pembrokeshire Show	20 th /21 st – TBC

October

Cornwall Pedigree Calf Show, Wadebridge	18 th
Stirling Bull Sales, United Auctions	20 th – TBC
Swatragh, NI Club Sale	24 th
NW & BSCS Pedigree Youngstock Show within Borderway Agri Expo, Carlisle	31 st

November

Stars of the Future, Stirling	8 th – TBC
English Winter Fair, Staffordshire	15 – 16 th
Live Scot (Scottish Winter Fair), Lanark	21 st – 22 nd TBC
Northern Ireland Club Calf Show, Ballymena	22 nd
Welsh Winter Fair, Llanellwedd, Builth Wells	24 th – 25 th
Royal Ulster Premier Beef & lamb Championship	25 th

December

BSCS Next Generation Sale V, H&H, Carlisle	5 th
Welsh Pedigree Calf Show, Carmarthen	6 th



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