

NEWSLETTER DECEMBER 2025



BRITISH **SIMMENTAL** CATTLE SOCIETY



**WISHING ALL BRITISH SIMMENTAL MEMBERS
A VERY MERRY CHRISTMAS AND A HAPPY
AND PROSPEROUS 2026 NEW YEAR!**

The 2025 year is drawing to a close and just seems to have passed in a flash. In this short December newsletter I would like, on behalf of the Society's Council, staff, and personally, to wish you and your families a very Merry Christmas, and a happy, healthy, and prosperous 2026.

It's an important 'tradition' that the President's message also extends a very sincere thank you for your continued support of the Simmental breed and membership of the British Simmental Cattle Society. As I've gone round shows, sales, and events this year it has been so heartening to see the positivity within the membership, and to feel the ongoing vibe of momentum for this amazing Simmental breed. One feature for me has been the amount of young people so obviously getting involved and fully hands on at shows and sales, and we have also warmly welcomed many new members in the year. To all members, the Society's commitment remains firmly in place to work as hard as we can to continue to promote and grow the reach of the breed to pedigree and commercial producers throughout the United Kingdom.

In keeping with recent predecessors, this end of year Newsletter also gives me the further opportunity to reflect on a year of very solid performance, and littered with some spectacular sale highs. Starting at Stirling in February we saw Simmentals sell the most bulls of any breed, to



an incredible average of £9,832, an all-breeds record average at that time, and with a new UK and European breed record of 56,000 guineas for a Simmental bull! Roll on to October and the bar was lifted again with the Simmental bulls averaging £11,070, up by £3636 on the year, and the first time the breed has led the all-breed averages at Stirling with trade again driven by demand from commercial producers. Special days to be a part of and taking the breed to new heights. Through the year we have seen 20,000gns bulls sold at both Worcester and Carlisle, and in recent weeks we've seen a terrific herd sale at Welshpool reflect a breed demand in Wales.

Continued overleaf...



It's a massive well done to all of the breeders involved for the quality of the stock being brought forward which is igniting the interest, and meeting the expectations, of commercial producers.

At the time of writing pedigree registrations are slightly up in the year, as is membership, and whilst acknowledging undoubted challenges ahead, it is a very positive way to finish the Simmental year and look forward to 2026 with more than a little optimism.

Within this Newsletter, you will see once again a packed schedule of Simmental sales, shows, and specialist events around the United Kingdom lined up for next year. These are exciting breed times and I'd encourage everyone to get involved, support the calendar of events where you can, and as the sum of our parts let's collectively keep pushing and promoting British Simmental!

2026 SOCIETY OFFICE BEARER'S ELECTED FOLLOWING AGM

In the short Council meeting held at the close of the AGM in October, 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; Deputy Chairman of Finance, Andrew Clarke, Breaghey Herd; Chairman of Shows & Sales South, Richard Storer Smith, Storersmith Herd; and World Simmental Fleckvieh Federation Representative: Norman Robson, Kilbride Farm Herd.

CHRISTMAS & NEW YEAR DATES FOR THE BSCS OFFICE

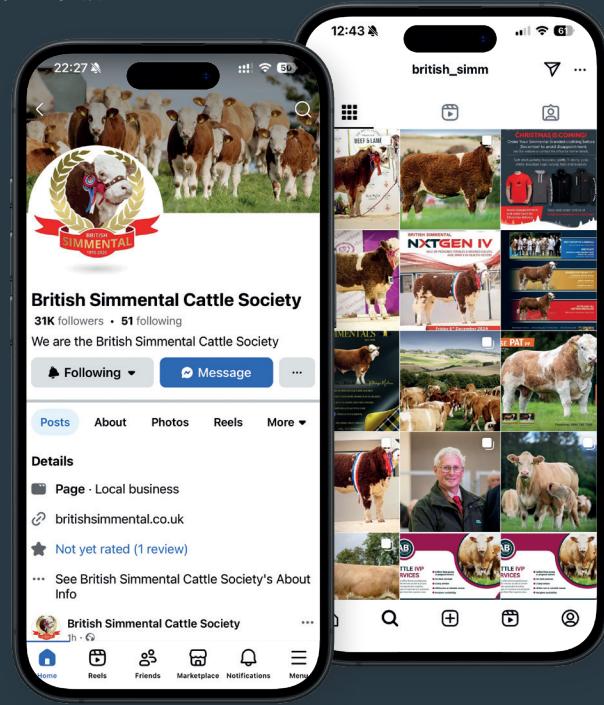
The Society's office will close for the Christmas period at 5pm on Tuesday 23rd December and will reopen on Monday 5th January at 9am. Please note that registrations can still be submitted over this period either online or by paper means. All emails and post received whilst the office is closed, and any telephone messages left, will also be dealt with and replied to from the 5th January date.

PROMOTING BRITISH SIMMENTAL WITH NEWS & VIDEOS

The Society has worked hard to maintain a high breed promotional profile in the year and through various platforms including social media, websites, email marketing, livestreaming, and industry publications. First and foremost it's important to say that the profile is only as good as the content, and the fantastic achievements of the breed have given us plenty to go on! A massive well done to all.

Through the year short videos, and graphics, have proved popular and effective promoting the breed generally, and particularly upcoming sales. Just putting some numbers to social media, and with posts continuing to go up on a daily basis. At the time of this newsletter we now have 31,700 Facebook followers which is up by over a terrific 13,000 on the year. The levels of post reach and engagement continue to grow and to the point where we have reached 5 Million interactions in a 28 day period! Even a small percentage of this figure being a full engaged audience with British Simmental is still a big number! As previous, please play your part to help us keep this going. It's a 'free' means of promoting the breed to a massive audience. Members and regional clubs help in liking, sharing, and commenting on posts massively helps to grow breed promotion and really is appreciated.

If you can forward any links or news 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, and good pictures or videos of Simmental cattle, then please do forward them through the year to information@britishsimmental.co.uk It all really helps to promote British Simmental.



2025 ANNUAL SIMMENTAL REVIEW

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

The flagship publication of the Society, the 2025 Review will again comprise of a mixture of news, reflections, articles, features, reports, and a general round-up of the 2025 British Simmental year.

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 2026 year. Again, thank you for your support.



30,000GNS GARMOUGH ROBERT TOPS THE TRADE AS RECORD-BREAKING AVERAGE £11,070 AT STIRLING!

- 61 Bulls average £11,070, up by £3636 on the year
- Simmental leads all-breed averages
- Average a new all-centre Simmental breed record
- 28 bulls (46%) make 10,000gns or more
- 86% clearance of bulls

Stirling was the place to be as the Simmental breed enjoyed a record-breaking sale at United Auctions on Monday 20th October, with a top price of 30,000gns and a breed record average of £11,070 for 61 sold through the ring.

A mighty 28 bulls reached 10,000gns or more and which saw the average increase on the year by a massive £3,636, and for 12 more sold. In all the sale saw an 86% clearance of the bulls forward. A trade driven by pedigree and commercial buyers, the Simmental average was the highest across all breeds in the week. The sale average of £11,070 was a new Simmental breed record figure, eclipsing the £9832 figure set at Stirling in February this year.

Leading the trade at 30,000gns, was the April 2024 born Garmouth Robert from the 12-cow herd of Laura Beattie, Corskie Farm, Garmouth, Fochabers. In the pre-sale show this bull had stood as Junior Champion, and Overall Reserve under the eye of the judge Geoff Anderson of the Quarryhill herd, and herd manager of the Pitgaveny herd, Lossiemouth. Purchasing the day's top priced bull was the Backmuir herd of Reece and Andrew Simmers, Backmuir Farm, Keith.

Garmouth Robert 30,000gns.



It was a top day all round for the Green family, Corskie Farm, Garmouth. The pre-sale show saw the family double with Corskie taking the Overall, and with Garmouth lifting the Overall Reserve. Sale time saw Garmouth take the day's top price and with six Corskie bulls averaging £14,490 to a top of 20,000gns for the Champion, Corskie Rome.

To see all of the reports from recent Simmental sales, shows, and events, then please go to www.britishsimmental.co.uk



NEXT GENERATION VI SALE ANNOUNCED FOR 11th DECEMBER 2026



IMPORTANT: THE YEAR LETTER FOR 2026 IS 'T'

With the New Year just around the corner, please note that the registration letter for the 2026 year is 'T'. 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



PROVISIONAL SALE, SHOW & EVENT DATES FOR 2026

Once again it's a busy 2026 Simmental fixture list! 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	16 th
Aberdeen & Northern Marts, Thainstone	25 th

March	
Dungannon Sale, Bulls & Females	27 th

May	
Swatragh – NI Club sale	1 st
BSCS Worcester Sale	2 nd TBC
Stirling Multi Breed Sale	4 th TBC
Carlisle Sale (Multi Breed), H & H	9 th
Royal Ulster (Balmoral) Show, Belfast	13 th – 16 th
BSCS Welshpool Sale	21 st
NBA Beef Expo, Melton Mowbray	30 th

June	
Royal Cornwall Show, Wadebridge	4 th – 6 th
Royal Highland Show, Inglinton, Edinburgh	18 th – 21 st
English Simmental National Show, Royal Norfolk Show	24 th – 25 th

July	
Great Yorkshire Show, Harrogate	14 th – 17 th
Royal Welsh, Llanelwedd, Builth Wells	20 th – 23 rd
Northern Ireland National Simmental Show, Clogher Valley show	29 th

August	
Scottish Simmental National Show, Black Isle Show	6 th

October	
Swatragh Sale NI Club sale	9 th
Cornwall Pedigree Calf Show, Wadebridge	18 th TBC
Stirling Bull Sales, United Auctions	19 th
NW & BSCS Pedigree Youngstock Show within Borderway Agri Expo, Carlisle	30 th

November	
Stars of the Future with Young Handlers on 13 th , Stirling	13 th – 14 th
English Winter Fair, Staffordshire	21 st – 22 nd
Live Scot (Scottish Winter Fair), Lanark	21 st TBC
Royal Ulster Premier Beef & Lamb Championship	24 th
Northern Ireland Club Calf Show, Ballymena	28 th
Royal Welsh Winter Fair, Llanelwedd, Builth Wells	30 th – 1 st Dec

December	
Welsh Multi Breed Calf Show, Carmarthen Livestock Market	5 th
BSCS Next Generation Sale VI, H&H, Carlisle	11 th