



NEWS

JUNE 2026

'SUPER SIMMENTAL' SALES DRIVEN BY COMMERCIAL DEMAND!

Kicking off this newsletter, I'm very happy to again be able to say a further massive 'well done' to Simmental sale vendors, and all Society members, who have got the 2026 year off to another great start.

The breed bar was very much raised last year but members are stepping up again with some fantastic sales highlighting this year to date. February at Stirling was quite incredible and amazing to see 67 Simmental bulls sell at 10,000gns and over in a trade driven by commercial producers. 106 bulls sold in all to average £12,294 which is an all-breeds record at Stirling. Simmentals also led the breed averages, and numbers sold over the Stirling fortnight. Well done to all, just a fantastic sale.

Aberdeen saw Simmentals take the all-breeds top price, and set a new breed record average of £8960. Back to Stirling and the May Sale a new record Simmental average for this fixture was achieved at £9758 and which remarkably is the sixth year in a row that a new mark has been set at this fixture. Moving to Carlisle and I'm really pleased to see the development and progress of this sale fixture. 24 out of 27 bulls selling, and to a 16,000gns top price, is a big step forward and it's really noticeable the different geographies these bulls are coming from and also selling to. Setting the tone at Carlisle on the Friday was the Popes' Princesses Sale, a terrific sale of 20 heifers from the Wood family averaging £8610. It's so important that we continue to develop this fixture and again, to 'grow the reach' of the Simmental breed. Also, first steps at the 'new' Welshpool Sale in May. 22 lots sold across the catalogue, and to a top of 6000gns. Again, it's a sale we'll work at and confidently look to develop.

The growing demand for Simmental bulls is there, and more than matched by the huge demand for Simmental females, commercial and pedigree, and to geographies across the UK. Great to see commercial producers so keying in on the maternal qualities of benchmark Simmental genetics.



In a quick snapshot the 2025/2026 year, the Simmental sales gross is up by over 25%. I'm also pleased to report that registrations are up by some 7.5%, and Society membership is also increasing. At the end of the financial year, and prior to audit, the Society has made a surplus on the year which is all very encouraging. Council are extremely keen, and already making plans, for further initiatives and promotions to keep the breed momentum going on your behalf. Keep an eye on the usual channels for some announcements to come!

In the meantime we are fully getting into show season and with some big summer 'Majors' ahead to look forward to, and with the breed already well profiled. The Society will of course be in attendance at many and we look forward to meeting and greeting you at these respective events. As always, keep an eye on Facebook and social media for all the Simmental news and reviews, and I'd encourage you to like and share where you can.

So a little intro from me just again to say a big 'well done' to all. Can I ask that you have a close read through this Newsletter which has various important points of Society news, sale points, and updates.

Chris Martindale
BSCS President

IMPORTANT: CHANGES TO MAKE-UP OF BSCS COUNCIL OF MANAGEMENT

Just an early notice of changes to the make-up of the Society's Council of Management, and which will be implemented this year in the annual elections, and prior to the AGM in October.

In discussing this, Council were extremely keen that the places on Council were proportionate to the membership and geographies, and also introduced the opportunity for some Council positions to be on a national/at large basis. It is very much hoped that the changes are progressive, bring balance, and designed to elect a Council, combining both regional and national members, with the continued objective of representing the breed, the membership, and the Society, across the United Kingdom. The changes to be introduced will see:

Scotland (the Scottish Group), having 3 elected members
 England and Isle of Man (the English Group), having 3 elected members
 Northern Ireland (the NI Group), having 3 elected members
 Wales (the Welsh Group), having 1 elected member
 There will also be 3 National member places.

For clarity, members to the Scottish, English, Northern Irish, and Welsh groups must reside within those areas. The National members are 'at large' and can be from any area of the United Kingdom. Please note the present composition of BSCS Council sees England having up to 6 elected members, Scotland with 3, Northern Ireland with 3, and Wales 1.

Nomination papers for this year's elections will follow a similar timetable to usual, and will be sent out towards the end of July. As required, postal ballots will be held beyond the close of the nomination period, and with the results being announced at the 2026 AGM which is provisionally due to be held on Sunday 18th October, and prior to the Stirling Bull Sale.

IMPORTANT: CHANGE OF ANNUAL REVIEW PUBLICATION DATE

- Advertise in the 2026 Annual Review
- Bookings now open, and you can again book online

Please note, in an important change we are bringing forward the publication date of the Simmental Annual Review. The aim is that the 2026 Review will be completed and posted to members in the first week of the New Year.



The Annual Review has historically been completed through January and posted out prior to the February Bull Sales. This move in publication dates is for practicality with January being a full on work month, and with the additional preparation and promotional work in the run up to the sales.

So with us taking aim at the initial planning and work for the 2026 Annual Review, we would again very much like to invite and encourage members to advertise in the 56th edition of what remains the Society's flagship publication. The closing date for receiving your bookings and advert artwork is **Friday 6th November 2026**.

There's a range of prices to suit your needs from a quarter page at £100 to a full page at £300. As always there are the premium cover pages at a slightly higher cost. To see the full schedule of prices then please go to the Society's website at www.britishtsimmental.co.uk and the News & Media section. If you would like to discuss any aspect of advertising in the Review including costs, help with advertising designs, then please phone the Society Office on 02476 696513 or email: information@britishtsimmental.co.uk. You can book an advert at the same time or thereafter, and you will receive a confirmation email.

You can again also book your advert online through the Society's website and again if you have designed artwork then there's the ability to load and submit that as well.

As has been the norm in recent years, all Review adverts will be included on the Society website and posted on our Facebook page throughout the year. This is giving a little extra promotional value and continues to prove popular with advertisers. With 2026 already yielding some fantastic Simmental breed highlights and achievements, the aim is that the 2026 Review will again be packed with news, articles, features, and reports of all things British Simmental. We very much hope that you can support the 2026 Simmental Annual Review.

LUCKY SEVEN! 2026 BRITISH SIMMENTAL 'VIRTUAL' SHOW GETS UNDERWAY ON 26TH JUNE!

- 2026 Competition to be held from 26th June – 14th August
- The UK's largest pedigree online show



2025 Champion Mixbury Hall Lucinda

Heads up that the seventh staging of the British Simmental 'Virtual' Show will take place over a seven-week period through late June to mid-August.

This much anticipated picture-based competition just continues to grow in popularity with breeders across the UK having a go, and with annual entries seeing some remarkable numbers. Last year some 425 Simmentals were entered across the six classes. Social media and website coverage has seen the event establish a major audience, both here in the UK and across the globe, and given a platform to British Simmental herds of all sizes and in all geographies.

Keeping with its original principles, the Virtual Show is a fun competition and an opportunity for Simmental herds, large and small, to participate and compete. It provides a very visible window to promote British Simmental genetics to fellow breeders, potential buyers, commercial producers, the UK industry in all its parts, and to a global online audience interested in good cattle.

Looking at a roll call of previous class entrants and winners, the Simmental Virtual Shows have been a first sighting of many animals that have subsequently featured at Simmental sales.

We know you love this competition so if you're thinking of competing for the first time or are a regular exhibitor, give those lenses a dust down and get snapping. Our only simple rule is that it's a fun competition for amateur snappers, and with no professional photographs!

The Simmental 'Virtual' Show is a great opportunity to promote the quality and strength in depth within the pedigree Simmental herdbook. Join in the fun and have a go in what is the UK's largest online livestock show! As Team Simmental let's 'put on another show' and highlight the best of British Simmental genetics across the UK and to all parts of the world!

2026 BRITISH SIMMENTAL 'VIRTUAL' SHOW SCHEDULE:

Class 1: Bull Calf born on or after 1st August 2025. Calf name and date of birth to be stated.

Entries Open: 26th June
Entries Close: 2nd July

Class 2: Heifer Calf born on or after 1st August 2025. Calf name and date of birth to be stated.

Entries Open: 3rd July
Entries Close: 9th July

Class 3: Bull born between 1st January 2024 to 31st July 2025. Bull name and date of birth to be stated.

Entries Open: 10th July
Entries Close: 16th July

Class 4: Heifer born between 1st January 2024 to 31st July 2025. Calf name and date of birth to be stated.

Entries Open: 17th July
Entries Close: 23rd July

Class 5: Bull born before 1st January 2024. Bull name and date of birth to be stated.

Entries Open: 24th July
Entries Close: 30th July

Class 6: 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.

Entries Open: 31st July
Entries Close: 6th August

Special 1: Male Champion
Announced w/c 10th August

Special 2: Female Champion
Announced w/c 10th August

Special 3: Overall Champion
Announced w/c 10th August

MAY 2026 SIMMENTAL SALES 'SNAP SHOT' HEADLINES!

Following hard on the heels of record Simmental Sales in February, it was more of the same in May with some terrific averages, highlight prices, and strong clearances for both bulls and females. For the full reports and pictures from all of these Simmental Sales then please visit www.britishsimmental.co.uk



15,000gns Maisley Rip

15,000GNS MAISLEY RIP 'TEARS IT UP' AND LEADS RECORD SIMMENTAL MAY SALE TRADE AT STIRLING!

- 28 Simmental bulls average £9758, up by £963 on the year, for three more sold
- £9758 new record Simmental average for the May Stirling Sale
- Sixth consecutive year a new record Simmental average at this fixture
- Simmentals lead the all-breeds averages
- Eight Simmental bulls make 10,000gns and more
- Clearance rate of 85%



14,000gns Islavale Rafferty

16,000GNS ISLAVALE RUDOLPH LEADS STRONG SIMMENTAL DEMAND AT CARLISLE!

- Six bulls make 10,000gns and more
- 89% clearance rate
- 24 out of 27 bulls sell to average £7585



16,000gns Islavale Rudolph

'REGAL' POPES PRINCESSES SIMMENTAL HEIFERS SELL TO 15,000GNS!

The much anticipated Popes Princesses Production Sale of 20 pedigree Simmental heifers, from Jimmy & Vikki Wood, Popes Farm, Dutton, Preston, Lancashire, lived up to all expectations with a fantastic trade seeing heifers at 15,000gns, 14,000gns, 13,000gns, and with a mighty average of £8610.



15,000gns Popes Nellys Prudence



15,000gns Popes Fabulous Sapphire

6000GNS TIRLEY BUTTERCUP LEADS WELSHPOOL TRADE

- Wroxall, and Pistyll bulls sell to 5500gns
- 22 lots sold in all across the catalogue

The four year old Tirley Buttercup from Steve White Tarporley, Cheshire, sold with her heifer calf at foot, Tirley Tulip, made 6000gns to lead the establishing Welshpool Simmental Sale on 21st May.



6000gns Tirley Buttercup and Tirley Tulip



IMPORTANT: SALES RULES, INFORMATION, & UPDATES

NOTE: NEW MYOSTATIN TESTING REQUIREMENT FROM 1ST JUNE 2026

Please note, and further to previous, to extend the provision of myostatin information, the following testing requirements are now in place:

From June 1st, 2026, all animals at official sales held under Society rules, must be myostatin tested. Additionally, any stock sires, having calves registered to them for the first time, must be myostatin tested. For 12 months, until 31st May 2027, myostatin testing of sale animals and stock sires as per above, will be at a subsidised rate of 50% (50% of the £5.83) and to be reviewed after this first year. Where there's proof of parentage, and both parents are myostatin negative, then myostatin testing of progeny will not be required (known as negative by breeding).

As a brief reminder, Myostatin is a gene that influences the production of proteins that control muscle development. For many breeders, across the breeds, knowing the myostatin status of animals within herds is important for the choices and options it offers herd management and breeding programmes. For purchasers, and the wider industry, it allows choices to be made based on knowledge and understanding when buying cattle. An extended information note around this subject was included in the 2025 Annual Review, and can also be found on the Society's website at: www.britishtsimmental.co.uk under Technical/Myostatin.

As at present, 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. We very much hope that these new testing requirements are clear, informative, and helpful. If you have any queries then please telephone the Society office on 02476 696513 or email information@britishtsimmental.co.uk

DISPLAYING SEMEN TEST CERTIFICATES AT SOCIETY SALES

At the Society's bull sales, an increasing number of bulls are noted in the catalogues as having been semen tested. Many breeders feel it's an added selling point giving buyers 'extra' confidence, and is also something that insurers may increasingly ask for. **The Society's Council would ask that where any vendors have said a sale bull is semen tested, that a semen test certificate for the given bull is displayed on the sale pen and where it can be viewed by potential purchasers.** This will give potential purchasers sight of when the bull was tested, and the results of the test.

HELPFUL SOCIETY SALES CHECKLIST

To help members with entry and inspection requirements for Simmental Society Sales, there is an easy to read, snapshot guide checklist, with sale requirements, and sale precheck notes, on the Society's website at www.britishtsimmental.co.uk and under Sales & Shows.

At a glance it outlines such as DNA testing requirements, submitting scanning weight data, herd health declaration information, and basic requirements around semen testing, scrotal sizes, and presale inspections. A helpful note generally and particularly if you are 'new' to Simmental sales.

UPDATING BREEDERS' HERD LISTS

In May this year, Simmental herd lists were sent to all members asking that they be brought up to date, and returned to the Society by 19th August. Thank you to everyone who has so far returned their listing. Could we give a gentle nudge and respectfully ask that if you haven't yet done so, would you please update your herd list and return it to the office, it really is a massive help.

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. Many thanks for your help with this important matter.

 **SIMMENTAL SIRES**
www.simmsires.co.uk

THE UK'S **NO.1** SIMMENTAL SEMEN WEBSITE



SIMMENTAL SIRES SEMEN WEBSITE

SCAN HERE
TO VISIT
NOW!



- Growing the reach of British Simmental genetics www.simmsires.co.uk

As you are aware, in February this year we were delighted to launch the Simmental Sires semen website www.simmsires.co.uk, and are very pleased to say that we have had a good numbers of orders from around the UK.

Simmental Sires is a professional, e-commerce website, open to everyone and where you can buy, sell, and promote British Simmental semen easily, efficiently, and cost-effectively.

As noted we hope the site is another step to growing the reach of Simmental genetics. The site offers a wide range of semen from Simmental bulls suitable for pedigree, beef and dairy markets and at a range of prices to suit all budgets.

Simmental Sires has been built with usability and practicality at its core: Search and choose semen by name, pedigree, performance figures, price, and visual appeal; Order online quickly and securely; Receive straightforward, reliable delivery; Competitive Pricing & Centralised Storage.

We have focused on keeping prices, handling and delivery costs competitive for both buyers and sellers. For breeders with semen to sell, Simmental Sires provides a fully managed sales solution:

Professional marketing of your bulls; Centralised storage and stock control; Order processing, delivery and administration handled on your behalf; Monthly payment of monies due. This removes the time and admin traditionally involved in semen sales.

Semen from bulls recorded in the British Simmental Herdbook is eligible for entry, provided it is stored in a licensed facility. If you are interested in putting Simmental semen to sell onto the Simmental Sires website then please contact the office on 02476 696513 or email information@britishsimmental.co.uk and we will be very happy to help.

We very much hope that Simmental Sires is another big step forward in Simmental marketing and promotion, increasing accessibility, and expanding the reach of British Simmental genetics.



Aanchorachan Hercules 16 (ET) EX 92

£25.00



Auroch Hudson (P)

£6.00



Blackford Galaxy 15

£5.00



Blackford Ringleader (Progeny Chestermann Varney pictured)

£30.00



Clonagh Tiger Gallant (ET)

£30.00



Coose Lincoln (ET) EX 95

£40.00



£30.00

Coose Negotiator (PP)



£40.00

Curaheen Drifter



£50.00

Denizes Hamish 16



£30.00

Denizes Lancelot 20



£30.00

Denizes Monty 21



£40.00

Incheoch Niko 22 (PP) VG 87



£40.00

Islavale Echo 2 13 EX 92



£40.00

Islavale Jabba 18 (ET) EX 92



£15.00

Islavale Jerico 18 EX 93



£12.50

Killiworgie Emperor 13



£12.50

Lakeside Warrior



£45.00

Pistyll Kingsman 19



£15.00

Skerrington Armada 09 9



£20.00

Team Fergus 14 EX 91



£30.00

Trevarbyn Norman 22 (P)



£25.00

Corskier Highlander 16 EX 93



£25.00

Rockytop Luca 20



£9.00

Blue Cedar King Kong (PP)



PROVISIONAL SALE, SHOW, & EVENT DATES FOR 2026

Please see here a list of provisional BSCS sale, show, and general event dates for the remainder of the 2026 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.

JUNE	
Royal Highland Show, Ingliston, 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
Stirling Bull Sales, United Auctions	18 th - 19 th

OCTOBER	
Cornwall Pedigree Calf Show, Wadebridge	18 th TBC
NW & BSCS Pedigree Youngstock Show within	30 th
Borderway Agri Expo, Carlisle	

NOVEMBER	
Stars of the Future with Young Handlers on 13 th , Stirling	14 th
English Winter Fair, Staffordshire	21 st – 22 nd
Royal Ulster Premier Beef & Lamb Championship	24 th
Live Scot (Scottish Winter Fair), Lanark	27 th – 28 th
Northern Ireland Club Calf Show, Ballymena	28 th
Royal Welsh Winter Fair, Llanelwedd, Builth Wells	30 th – 1 st

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



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