



SPRING EDITION
March 2020

EVENTS

NEWARK MULTI-BREED SHOW & SALE
CANCELLED

STIRLING BULL SALES
4th May 2020

ROYAL ULSTER SHOW (BALMORAL)
13th – 16th May 2020

WELSHPOOL SHOW & SALE
21st May 2020

BEEF EXPO
28th May 2020

ROYAL CORNWALL SHOW
4th – 6th June 2020

ROYAL HIGHLAND SHOW
18th – 21st June 2020

GREAT YORKSHIRE SHOW
14th – 16th July 2020

ROYAL WELSH SHOW
20th – 23rd July 2020

WELSHPOOL SHOW & SALE
9th & 10th October 2020

PREMIER SHOW & SALE
CASTLE DOUGLAS
6th & 7th November 2020

Salers Cattle Society

NEWSLETTER

The breed made a successful start to 2020 at Stirling Bull Sales with 17 bulls sold giving a clearance rate of 77% and a top price of 8000gns. The average was 4600gns/£4830, up £1301 on February 2019.



Strathallan Navigator, 8000gns to judge Mr W Aitken



Rigel Nirvana



Cumbrian Nadal Poll

Two lots hit 7000gns, the first Rigel Nirvana, a Rigel Byron Poll son who was Senior Champion and Reserve Overall Champion and following suit was the Junior Champion from Farmstock Genetics, Cumbrian Nadal Poll by Ideal out of Cumbrian Hyacinth 661 Poll.

ENTRY DEADLINES

Stirling Bull Sales

4th May 2020

Closing date –
20/03/2020

Welshpool Show & Sale

21st May 2020

Closing date –
31/03/2020

For further information please
visit our website

SOCIETY PROJECT

An exciting new project is underway to gather information of calves out of Salers cows sired by a terminal sire from another breed. The ultimate aim of the project is to be able to use the data as a marketing tool, promoting the Salers cow as the ultimate recipient cow, for any terminal sire!

The project is in its infancy and members will be kept informed of its progress as it develops.

SPRING SHOW, THAINSTONE



No sooner had Terence Pye returned from Stirling he hit the road again, this time heading further north to Thainstone on Wednesday 26th February 2020. He took the Overall Champion (Any Other Breed) at the Spring Show and sold his Champion Rigel Nike for 4200gns. Other Salers bulls sold to 2200gns.

COUNCIL CORNER

The first council meeting of the year was held Westmorland on Sunday 1st March 2020. Some of the issues discussed were as follows:

REGISTERED OFFICE

The registered office for the Salers Cattle Society of the UK will change in the next few months to Lane Farm, Crooklands, Milnethorpe, LA7 7NH. Members are reminded however that all Society correspondence should be sent to **Siân Sharp, Breed Secretary, Salers Cattle Society of the UK, Jasmine Cottage, 2 Maitland Row, Gavinton, TD11 3QP.**

MAKING PAYMENTS TO THE SOCIETY

In order to comply with the Royal Bank of Scotland's Confirmation of Payee Code of Conduct please ensure all payments to the Society are made in the correct bank account name i.e. Salers Cattle Soc. of the UK.



BEEF EXPO 2020 – DARLINGTON (28th May 2020)

The Society will have a stand including a display of cattle at Beef Expo on 28th May 2020 at Darlington. A big thank you must go out to Roy and Adam Crockett who have agreed to provide the cattle for the stand. I look forward to seeing as many members as possible there.

HERD INVENTORY

Please ensure you return your herd inventory; this information is vital to keep the Salers herd book up to date.

DNA / MYOSTATIN

Council agreed that the wording in the journal regarding myostatin testing for bull calves was not clear. Please note:

All bull calves must be DNA profiled before registration is confirmed. All bull calves must also be tested to establish their myostatin status, unless they are myostatin free by parentage.

CASTLE DOUGLAS

November seems a long way away and I hope for everyone we get to see some welcome sunshine between now and then. That said, members do need to be aware that the Market Inn are unable to host our Annual Dinner this year and therefore Ernespie House Hotel has been booked for the event instead. The Market Inn have assured me that they will honour all accommodation bookings already made. If in doubt however please give Emma a call at the Market Inn.

SOCIAL MEDIA

TAG THE SOCIETY

Using social media as a platform to promote the good work of Salers around the UK and abroad is very important and we need to utilise this marketing tool to our advantage. Help me to keep our Salers Cattle Society UK page fresh and active by tagging the Society in all your relevant posts. To do this all you need to do is type the following:

@Salers Cattle Society UK

SHARE OUR POST

I have been pleased to see how many of you 'like' the social media posts. This helps boost our audience but if we want to boost it further, take the next step and share the post as well, this increases the audience and the views we get.

USE MULTI-MEDIA

Social media posts that contain music, video clips, powerpoint shows all gain a greater audience than a post containing purely text or static pictures. So, let your imagination go 'wild' and get creative next time you are designing a post, you could reach further than you thought!



INVOICES BY EMAIL

In order to reduce costs going forward, invoices and statements will be issued by email, where possible. For those without an email address your correspondence will be sent in the post as usual.

Siân Sharp
Breed Secretary
Salers Cattle Society
Jasmine Cottage
2 Maitland Row
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SHOW TIME

It will soon be time to get those white coats ironed, those cups polished ready to return and hopefully dust off the sun hats. My plan this year is to keep everything much as it was and use the next 12 months experience, to assess what changes I would like to implement, with Council and members agreement. The one thing I do need to do however, is refresh some of the show stand marketing pictures and I am looking for help from members to do this. If you have high quality images depicting all that the Salers breed is about, please send them to me. Before you hit send on that email button....my mailbox is very small and large image files clog it up very quickly. The best way to share large files is as follows:

Go to www.wetransfer.com

Click 'sign up for free'

Click 'add files' to upload your images

Enter my email address – secretary@salers-cattle-society.co.uk

Enter your email address

Enter a short message

Click 'Transfer'



I would like to take this opportunity to thank members for the very warm welcome you have shown me and the tremendous support I have received from everyone I have met. I am very much enjoying my new role although I know it will take me at least 12 months to fully settle in and get to grips with all the tasks. I look forward to meeting you throughout the year at shows and sales and don't forget I am always on the end of the phone. Kind regards, Siân

WWW.SALERS-CATTLE-SOCIETY.CO.UK