



# **Whitebred** *Newsletter* *Autumn 2014*

## **Shorthorn**

### **DATES FOR YOUR DIARY**

**AGRI EXPO :**  
**FRIDAY 31 ST OCTOBER**  
**CARLISLE MART**

**AUTUMN SHOW & SALE**  
**FRIDAY 7TH NOVEMBER**  
**CARLISLE MART**

**COUNCIL MEETING**  
**FRIDAY 7TH NOVEMBER**  
**CARLISLE MART**

**2015**  
**SPRING SHOW & SALE**

**2015**  
**ANNUAL GENERAL MEETING**

**WE EXTEND A WARM WELCOME  
TO ALL NEW MEMBERS  
THIS YEAR**

**TO ALL MEMBERS  
YOUR NEWS AND VIEWS ARE  
IMPORTANT TO US . ARTICLES  
AND PHOTOGRAPHS FOR OUR  
NEXT NEWSLETTER WILL BE VERY  
WELCOME**

**PLEASE CONTACT JANE  
AT THE OFFICE**

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**E: [whitebredshorthorn@gmail.com](mailto:whitebredshorthorn@gmail.com)**

*Views and comments expressed in the  
newsletter are not necessarily those of  
the Editor or the Council.*

### **2015 SUBSCRIPTIONS**

At the Annual general Meeting on 28th February, the Council recommended an increase in the subscription to the Association. It was agreed by those present that an increase to £20 per year, be effective from 1<sup>st</sup> January 2015.

As most members pay their subscriptions by Bankers Order (Standing Order) can I ask you to contact your bank if you use BACS payments and change the amount to twenty pounds (£20.00) to be paid on 1st January each year.

If you prefer please complete the enclosed Bankers Order form and return to the The secretary's Office, Whitebred Shorthorn Association, Gibshiel, Taret, Hexham, Northumberland NE48 1RR

If you have any queries please ring 01434 240 435  
or email: [whitebredshorthorn@gmail.com](mailto:whitebredshorthorn@gmail.com)

## *Chairman's Report*

2014 has proved to be an interesting and encouraging year for our breed. Demand for bulls was good this spring with an excellent clearance of the crop of 2 year old bulls. The strong market for Blue Greys coupled with a number of pure Highland breeders deciding to cross a proportion of their Folds has undoubtedly helped.

Articles in the farming press have also helped and many thanks to John Pattinson, Hottbank, and Keith Laurie, Snowden Close, for allowing access to their farming businesses to further the cause. A farm open day at Messers Porter's, Carnoustie, Angus, also highlighted the value of the Blue Grey as a money making suckler cow. This event allowed an exchange of letters in the farming press highlighting the vital role the Whitebred Shorthorn plays in providing hardy, thrifty and long-lived cows. The Porter's are regular buyers at Newcastleton.

Whitebred Shorthorn breeders north of the Glasgow/Edinburgh divide saw a big demand for bulls this spring and we have two bulls working on Aberdeen-Angus cows which should be very interesting come next summer. Both farms have in excess of 100 suckler cows and feel the Whitebred Shorthorn crosses will produce the ideal homebred replacement heifers for them. I plan to follow their progress and take photos of the progeny for future advertising.

The big event this summer was the Suckler cow stratification event we held at Airyoland farm in August by kind permission of Janet and Neil McQuistin. I think this event was a huge success with an excellent display of demonstration cattle in addition to the McQuistin's Highland cows with Whitebred Shorthorn sired calves at foot. Gavin Hill of SAC provided an excellent insight into how we can make the native bred Whitebred Shorthorns pay and also gain a larger slice of the market. Our main sponsor, Morrisons Supermarket, provided substantial funding for this event in the form of catering and printing of a new promotional pamphlet. (Copies of these will be available at the Agri Expo in Carlisle on the 31<sup>st</sup> of October and at our show and sale on the 7<sup>th</sup> of November.) The event attracted an attendance of about 90 and it was very encouraging to meet and chat to quite a few new interested parties who were impressed by what they saw. There has been a fair amount of follow up interest since the event.

Morrisons were extremely impressed with the effort and input from our member's for the Open day. Ruth Dalton (RBST) spoke to Andrew Thornber, Manufacturing Managing Director at Morrison's at the Halifax Show. Andrew Thornber is a farmer's son and kept Beef Shorthorns before commencing a career with Morrison's. He really understands the key issues in promoting and developing a breed's market share. He has been at the back of the big change in fortunes for the Beef Shorthorns and sees no reason why we cannot steadily increase the popularity of the Whitebred Shorthorn.

As a result of Ruth's discussion we were invited to a meeting on the 30<sup>th</sup> of September with Andrew Thornber at Morrison's headquarters in Bradford. We discussed a raft of new initiatives that Morrison's would be prepared to help finance for us. I will mention the various things discussed in list form below and I would encourage anyone with views or ideas to give me a call, email me or speak to me at the Agri Expo or at our show and sale. I am planning to discuss the ideas at the Council meeting to be held after the sale on the 7<sup>th</sup> of November.

The main list of activities Morrison's would be prepared to fund are as follows :-

- Blood testing in an attempt to isolate the gene(s) responsible for "White heifer disease". Morrison's would like this testing to include Health screening and should present breeders with an opportunity to check their herd health status.
- Review/identify unregistered animals/herds and offer DNA testing, visual assessments and a grading up procedure in an attempt to capture all remaining Whitebred Shorthorn bloodlines.
- Sponsorship of our two main sales with good cash prizes for the female sections to encourage breeders to bring their quality females forward. This could include more high profile advertising for our sale in the main UK publications, something we have not had the finance for in the past.
- Negotiate with Harrison and Hetherington, our auctioneers in Carlisle, working towards a High Health section of the market for those animals with a High Health status. It is felt this is an important step towards encouraging buyers from increasingly health conscious herds/folds.
- Sponsorship of another Open day along similar lines to the one held in August.
- Financial assistance to take semen for 1 or 2 different blood lines thereby giving breeders a wider choice as well as laying down semen for longer term preservation.
- Updates/modernisation to our website in an attempt to further promote our breed in a changing beef industry environment. It is felt that the theme of stratification needs to be better promoted on our website.

These are the main points discussed in our meeting. I look forward to hearing your views on these points and any other issues that you feel might be tackled in a big drive to take our breed out of the danger zone we find ourselves in. This is a FANTASTIC opportunity to move things forward and really get the message out to the wider farming world that we are here with a breed that can really make a difference for them.

I want to mention the fantastic job Ruth Dalton is doing in promoting our breed and directing potential new breeders our way. She was also a great help with the design of our new flyer and is always enthusiastic and eager to help with all aspects in promoting our breed.

Finally, a very big thanks to those who put so much effort into our Open day at Airyolland Farm. I think they merit a mention!

Andrew Hogg, Milnholm for two Galloway cows with Blue Grey heifer calves at foot. This included two six hour round trips delivering and collecting his animals.

Robert McTurk, Barlaes for two Blue Grey cows with Charolais calves at foot.

Iain Malcolm, Cromlix for two Highland X WBS cows with Charolais calves at foot.

Adrian Wheelwright, Sunnyside Farm for supplying a pure Whitebred Shorthorn cow and calf. A special thanks to Adrian for the haulage he did and the assistance with organisation and setup of the event.

A big thanks too for everyone else who contributed to a very worthwhile day. I look forward to your views and I hope to see you all at the Agri Expo, Show and Sale or both.

**Donald Hendry**

## STRATIFICATION EVENT AT AIRYOLLAND FARM



*Above: Donald Hendry addressing the attendees.*

*Below: Neale & Janet McQuistin's Highland cattle with Whitebred Shorthorn cross calves*



## *STRATIFICATION EVENT AT AIRYOLLAND FARM*



*Above: Gavin Hill (SAC) (top right) and making Whitebred Shorthorns pay  
Below: Blue Grey cows with Charolais calves at foot*



## *Whitebred Shorthorn Spring Show & Sale 28<sup>th</sup> February 2014 Auctioneers Report*

The spring show and sale of Whitebred Shorthorn cattle on behalf of members of the Whitebred Shorthorn Association held at Borderway Mart, Carlisle on Friday 28th February 2014 achieved a top price of 3200gns.

Securing the leading price was the days overall male and supreme champion entry from G Bell & Co of Langholm with their June 2012 born bull Bloch Heckie. He is a son of Park William and out of the home bred mother Bloch Millie 4th. Heckie was sold to the judge, James Robertson of The Becks, Langholm.

The next price tag to follow was 1700gns for a senior bull consigned by Keith Laurie of Gilsland, Brampton. His homebred entry, Corrie Mercury, sired by Burnedge Knight and out of the Marilyn herd family line. He caught the attention of buyers J Patterson & Son of Corrie, Lockerbie.

Selling for 1600gns was the last bull to the sale ring, Hottbank Striker, shown by John Pattinson of Hexham. This was the pre-sale Reserve Male and Reserve Supreme Champion who is sired by Blackburn Marshall. Striker was knocked down to A Haggas of Skipton.

**Averages:** 7 bulls £1650.00, 2 females £1013.25



*Photo by H&H: Bloch Heckie and Andrew Bell*

## *Show Report Spring 2014*

### **Judge: Mr J Robertson, Langholm**

#### **Bull Class 1**

- 1st Parton Reaper (12240)  
Sire: Torr Comet (11963)  
Dam: Parton Penelope 44 (06102)
- 2nd Corrie Mercury (12214)  
Sire: Burnedge Knight (11674)  
Dam: Corrie Marilyn 18th (06001)
- 3rd Corrie Herald (12212)  
Sire: Burnedge Knight (11674)  
Dam: Corrie Marilyn 25th (06206)

#### **Breeder**

- Messrs Hewson
- Mr Keith Laurie
- Mr Keith Laurie

#### **Bull Class 2**

- 1st Bloch Heckie (12262)  
Sire: Park William (11790)  
Dam: Bloch Millie 4th (05973)
- 2nd Bloch Haig (12263)  
Sire: Park William (11790)  
Dam: Bloch Jane 2nd (05969)
- 3rd Hole-Of-Lyne Junior (12238)  
Sire: Hole-Of-Lyne Trevor (12023)  
Dam: Hole-Of-Lyne Snow Queen (06122)

- Messrs G Bell & Co
- Messrs G Bell & Co
- Messrs R & D Telford

#### **Bull Class 3**

- 1st Hottbank Striker (12322)  
Sire: Blackburn Marshall (12033)  
Dam: Hottbank Lucy 17th (06188)

- Mr John R F Pattinson

#### **Female**

- 1st Whintingstown Enid (06396)  
Sire: Whintingstown Peter (12130)  
Dam: Corrie Ruby 6th (06207)
- 2nd Whintingstown Winnie (06395)  
Sire: Whintingstown Ben (11943)  
Dam: Corrie Ruby 4th (06005)

- Messrs R M & C M Leach
- Messrs R M & C M Leach

**Supreme Champion & Champion Male: Bloch Heckie**  
**Reserve Champion: Hottbank Striker**

## MEMBERSHIP APPLICATION FORM

I wish to apply for membership of the Whitebred Shorthorn Association Ltd

Name.....

Address.....

.....

.....

Postcode..... Telephone.....

Email (if applicable) .....

I would like to use .....as the prefix for my herd  
(acceptance of a prefix will be confirmed by the Association)

List of Registered Animals in your Ownership (if applicable)


Signed.....

Date.....

Please include the correct payment of £20.00 for your first year.  
Cheques made payable to the Whitebred Shorthorn Association Ltd.

Please send to:

The Secretary's Office, Gibshiel, Tasset, Hexham, Northumberland NE48 1RR.

### OFFICE BEARERS AS AT MARCH 2014

**President:** Ian S. Henderson, The Parsonage, Langholm, DG13 0J  
Tel: 01387 380304

**Vice President:** Bryan Hough, Burnedge Bent Farm, Grasscroft, Oldham, OL4 4EB  
Tel: 01457 872563

**Vice President:** George Bell, Dene Bank, Caroline Street, Langholm, DG13 0AG  
Tel: 01387 381844

**Chairman:** Donald Hendry, The Cottage, 4 Kingdom Court, Main Street,  
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Tel: 01786 871 136 Mobile:07939630730 Email: donald688@btinternet.com

**Vice Chairman:** Trevor Wallace, Farney Shield, Ninebanks, Hexham, NE47 9DW  
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