

UnitedAuctions

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BRIEFING NOTE **February 2010**

Scottish Rural Affairs Cabinet Secretary to attend “Perth Bull Sales”

The Cabinet Secretary for Rural Affairs and the Environment, Richard Lochhead MSP, will be attending United Auctions’ (UA’s) world-famous “Perth Bull Sales” next week.

The Spring Bull Sales are held at the leading livestock auctioneer’s new Stirling Agricultural Centre for two weeks in February. They start next week from Monday 1st February to Wednesday 3rd February and continue from Monday 15th February to Tuesday 16th February 2010.

More than 1070 pedigree cattle from Scotland, England, Wales and Northern Ireland are coming to UA’s new headquarters for the February Sales.

Mr Lochhead, who is also the SNP MSP for Moray, will be visiting the Sales at the new Centre on Monday 1st February.

Rural Affairs Secretary Richard Lochhead said: “I am honoured to be invited to attend the opening day of this prime event in its new premises at the Stirling Agriculture Centre, as opened by the First Minister last year. The world-famous Perth Bull Sales is a major date in the agricultural calendar and I look forward to seeing first-hand our top quality pedigree beef animals at the livestock auction.”

The Spring Bull Sales are sponsored by Bank of Scotland Agriculture who will have a strong presence at the event.

The February Sales will also showcase the first official livestream broadcast of the event over the Internet. Complete with sound, the webcast will beam live images of the Sales into homes and offices around the world. Delivering the sights and sounds of the “Perth Bull Sales” to those unable to attend in person, the internet broadcast will make the event accessible to all with information about the animals being sold displayed on screen.

UA’s webcast can be accessed via a link on the home page of their website www.uagroup.co.uk

David Leggat, Executive Chairman of UA, said: “We’re delighted to welcome Mr Lochhead on his first visit to the “Perth Bull Sales” at Stirling. We look forward to showing him around the new Centre and introducing him to pedigree beef cattle enthusiasts from all over the UK.

“It’s very satisfying to see such a strong number and high quality of both bull and female entries at this year’s Sales. Buyers can be assured of an unrivalled selection with the highest ever percentage of bulls supplied with EBVs (Estimated Breeding Values) in the catalogues.

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He added: "We're also eager to see the first official webcast of the Sales that we hope will make the event much more accessible to international markets and to those who live remotely in Scotland and the UK.

The full catalogue details for the Sales - available on the UA website's home page - have attracted the largest number of hits to date.

Opportunities for photographs will be available from Sunday 31st January onwards.

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