

Briefing note
9th February 2021

STRICTLY BUSINESS AT STIRLING BULL SALES

United Auctions will be enforcing a strict set of regulations and security controls to ensure the safety of staff and customers in order to facilitate a live Bull Sales this month.

The business-only auction, which does not include a pre-sale show, will see 635 pedigree bulls and females on sale at Stirling Agricultural Centre. The programme has been carefully designed by Scotland's leading livestock auctioneers to focus on safety, ensuring that customers are only present in the market to conduct their transactions.

Pedigree Aberdeen Angus, Beef Shorthorn, Lincoln Red, British Blue and Limousin breeds will be sold in week one from Saturday 20th to Monday 22nd February 2021. Week two takes place from Saturday 27th to Sunday 28th February 2021 with the sales of pedigree Simmental, Salers and Charolais breeds.

There is no spectator element to the sales so the general public, trade and others not directly involved in sales must not attend.

Customers must only register to attend the sale if they have a genuine intention to buy a bull with only one customer per farming enterprise permitted and no under 16's allowed.

All pre-registered buyers must respect the 2m social distancing and facemasks must be worn at all times. Press attendance will also be limited and there will be reduced catering available and no bar.

In the event of buyer registrations exceeding capacity, a ballot will be drawn to determine attendance.

In addition, an online bidding facility will be available for the February Bull Sales. All buyers must pre-register for the online bidding facility via <https://www.uagroup.co.uk/sale-attendance> and complete the 'Know Your Customer' checks in good time before the Sales take place.

Galbraith, Scotland's leading independent property consultancy, continue to support the Stirling Bull Sales.

John Roberts, Group Sales Director for United Auctions, said: *"This February, the Stirling Bull Sales is strictly business-only to protect staff and customers. We'll be enforcing rigorous security controls so if you have no transactional business here, please act responsibly and do not come. You must not just turn up. If you're not pre-registered as a buyer, journalist or photographer, you will be turned away. Buyers must only attend for the scheduled sale times to transact their business then leave. If we all work together and stick to the rules, we can keep one another safe and ensure that live sales can continue."*

Agricultural journalists and photographers must pre-register to attend and only one journalist per publication is permitted. Eight socially distanced tables will be available for press use in the conference room, which will stream the sale ring on a screen. Neither journalists nor photographers will be allowed in the sale ring or the pens. Bulls can only be photographed at the picture board

outside. No catering is available in the conference room. Sale reports can be sent to press at the end of the day on request.

-ENDS-

Issued by JK Consultancy on behalf of United Auctions. For further information and to book a table in the conference room, please contact Jenny Kumar on 07989557198 / jenny@jkconsultancy.com

NOTES TO EDITOR

Programme

Week One

Friday 19th February

3pm -- Yard opens (**Aberdeen-Angus only**)

Saturday 20th February

10am -- Aberdeen-Angus bull inspection – in order: Seniors, Intermediate, Juniors & Females.

Incorporating parade in Exhibition Hall

1pm -- Sale of Aberdeen-Angus bulls (121) followed by females (9) – in Cattle Ring

3pm -- Yard opens (**Beef Shorthorn & Lincoln Red only**)

Sunday 21st February

10am -- Beef Shorthorn bull inspection – in order: Seniors, Intermediate, Juniors & Females.

Incorporating parade in Exhibition Hall.

Lincoln Red bull inspection & females. Incorporating parade in Exhibition Hall

1pm -- Sale of Beef Shorthorn bulls (83), Lincoln Red bulls (3), Beef Shorthorn females (21) &

Lincoln Red females (4) – in Cattle Ring

3pm -- Yard opens (**Limousin & British Blue only**)

Monday 22nd February

10am -- Limousin bull inspection – In order: Seniors, Intermediate & Juniors. Incorporating parade of bulls in Exhibition Hall.

British Blue inspection. Incorporating parade in Exhibition Hall

12.30pm -- Sale of Limousin bulls (73) followed by British Blue bulls (3) – in Cattle Ring

Week Two

Friday 26th February

3pm -- Yard opens (**Simmental only**)

Saturday 27th February

10am -- Simmental bull inspection – In order: Seniors, Intermediate, Juniors & Females.

Incorporating parade in Exhibition Hall

1pm -- Sale of Simmental bulls (127) followed by females (9 + 1 calf at foot) – in Cattle Ring

3pm Yards open (**Salers and Charolais only**)

Sunday 28th February

9.30am -- Salers bull inspection. Incorporating parade in Exhibition Hall

9.45am -- Charolais bull inspection – In order: Seniors, Intermediate & Juniors. Incorporating parade in Exhibition Hall

1pm -- Sale of Salers bulls (22) – in Cattle Ring

1.15pm -- Sale of Charolais bulls (160) followed by females (4) – in Cattle Ring

About United Auctions

United Auctions are Scotland's leading livestock auctioneers and procurement specialists and operate a network of different auction markets across Scotland, including Stirling, Huntly, Laig, Dalmally, Tiree, Islay, South Uist and Oban. The company conducts auctions of both commercial and pedigree livestock, including the world-famous Stirling Bull Sales, and provides farm-to-farm and farm-to-abattoir procurement services.