

**Briefing note**  
**22 April 2021**

## **STRICT CONTROLS CONTINUE AT STIRLING BULL SALES**

United Auctions' strict regulations and security controls will continue for the May Stirling Bull Sales, in line with Scottish Government guidance.

Scotland's leading livestock auctioneers will see 248 pedigree bulls and females forward for the live sales at Stirling Agricultural Centre from Sunday 2nd to Monday 3rd May 2021.

With no pre-sale show, pedigree Charolais and Simmental cattle will go under the hammer on Sunday afternoon with a full sale day on Monday, starting with Salers females at 11am and followed by Limousin, Salers, Hereford and Beef Shorthorn bulls. The event closes with the sale of Aberdeen Angus bulls and females on Monday afternoon.

The Stirling Bull Sales is supported by Galbraith, Scotland's leading independent property consultancy.

Once again, no spectators will be allowed to attend the sales and entry to the ring and tic tac will only be permitted to pre-registered customers who have a genuine intention to buy pedigree cattle.

To ensure everyone's safety, all pre-registered buyers must wear a facemask at all times and maintain the 2m social distancing rule. There is a strict one customer per farming enterprise policy. No under 16's are permitted to attend and there will be reduced catering and no bar.

John Roberts, Group Sales Director for United Auctions, said: "We're operating under the same restrictions and Scottish Government guidance as we were in February. Our staff and customer safety continues to be of paramount importance and we urge everyone to abide by our regulations, which will be enforced."

Should buyer registrations exceed capacity, a ballot will be drawn to determine attendance.

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

The Sales catalogue is available on the UA website - <https://www.uagroup.co.uk/about-us/stirling-bull-sales>

Press attendance will also continue to be limited and agricultural journalists and photographers must pre-register to attend with only one journalist per publication 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 of events**

#### Saturday 1st May

9am -- Yard opens (Charolais and Simmental only)

#### Sunday 2nd May

8am -- Yard opens (all other breeds)

10am -- Charolais bull inspection, incorporating parade - in Exhibition Hall

11.30am -- Simmental bull inspection, incorporating parade - in Exhibition Hall

1pm -- Sale of Charolais bulls (54) followed by sale of Simmental bulls (38) and females (4 + 4 calves at foot) – in Ring 1

#### Monday 3rd May

9.30am -- Limousin bull inspection, incorporating parade - in Exhibition Hall

11am -- Hereford and Beef Shorthorn inspection, incorporating parade - in Exhibition Hall

11am – Sale of Aidansfield Salers maiden heifers (31 + 1 cow with calf at foot) – in Ring 2

11.30am -- Aberdeen-Angus bull inspection followed by Salers inspection, incorporating parade – in Exhibition Hall

1pm -- Sale of Limousin bulls (50) & females (2), Salers bulls (6), Hereford bulls (1), Beef Shorthorn bulls (11) & Aberdeen-Angus bulls (43) & females (1 + calf at foot) – in Ring 1

### **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, Lairg, 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.