

Briefing note
29th September 2021

TRADE-ONLY FOR STIRLING BULL SALES

United Auctions will welcome 857 pedigree bulls and females forward for the live, trade-only Stirling Bull Sales from Sunday 17th October to Tuesday 19th October 2021.

Scotland's leading livestock auctioneers are able to re-introduce the pre-sale shows at Stirling Agricultural Centre and remove many of the previous restrictions as the Sales will remain a trade event.

In line with this updated designation for essential business events, pre-registered customers who intend to complete a transaction will be allowed to attend and enter the sales rings and the judging in the Exhibition Hall. Pedigree beef enthusiasts will be able to watch the shows online from the comfort of their homes.

And 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 at least 24 hours before the Sales take place.

In addition, facemasks are a legal requirement and must be worn at all times.

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

John Roberts, Group Sales Director for United Auctions, said: *"Many buyers are looking forward to the return of the judging at the Sales, as are we. Buyers are reminded to pre-register and have their bidding number handy. All customers must continue to wear a facemask."*

"Two highlights of the Sales will be the dispersal of the Blelack herd of Aberdeen Angus females and the production sale of Lochend Charolais females. Both will offer breeders an excellent opportunity to invest in exceptional prize-winning bloodlines."

Breed break down

The three-day event kicks off with the pre-sale shows on Sunday 17th October with Aberdeen-Angus in the morning and Beef Shorthorn followed by Limousin on Sunday afternoon. The show of Charolais bulls and Simmental females will take place on Monday 18th October.

Meanwhile, the sale of Aberdeen-Angus bulls will feature on the morning of Monday 18th October with Beef Shorthorn females, Lincoln Red bulls and females, Salers bulls and Limousin bulls and females going under the hammer in the afternoon.

The final day, Tuesday 19th October, opens with the sale of Charolais bulls followed by the Simmental breed sales and closes with the sale of Charolais females. This will also feature a Production sale of all heifers born in 2019 and 2020 from the distinguished Lochend herd from Mr and Mrs JW Millar, Lochend Farm, Port of Menteith, Stirling. The Lochend herd have featured regularly at the Stirling Bull sales throughout the years, and topped at 22,000gns for Lochend Hickory.

Another highlight of the sales will be the dispersal of 120 breeding head of the prize-winning Blelack herd of Aberdeen Angus from father and son Neil and Graeme Massie, Blelack Farm, Dinnet, near Aboyne, which follows the Aberdeen-Angus females sale from 1pm on Monday 18th October. The herd has achieved more Aberdeen-Angus champions at the Perth and Stirling Bull Sales than any other herd. The adult portion of the Blelack Aberdeen-Angus and Charolais herd were sold at the Stirling Bull Sales in October 2016.

Press attendance

Agricultural journalists and photographers must pre-register if they wish to attend to cover the sales and attendance may be limited. Photographers are respectfully asked to keep photographs to the animals only.

The ground floor press room will be available or, alternatively, sale reports can be emailed at the end of the day on request. Please email Jenny Kumar on jenny@jkconsultancy.com with your request.

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

-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

Judges

Aberdeen-Angus - David Murray, Wolflaw, Forfar

Beef Shorthorn - Danny Wyllie, 17 Greenway, Burton on Trent

Charolais - Mathew Milne, Kennieshillock, Lhanbryde, Elgin

Limousin - Alister Vance, Bridgehouse Farm, Whithorn, Newton Stewart

Simmental - Simon Key, Abbey Farm, Mundham, Loddon, Norwich

Programme of events

Friday 15th October

6pm --Yard opens (this will be strictly adhered to)

Saturday 16th October

12 noon -- Aberdeen-Angus bull inspection

2pm --Beef Shorthorn bull inspection followed by Lincoln Red bull inspection

Sunday 17th October

8.30am -- Limousin bull inspection

10am -- Show of Aberdeen-Angus females followed by bulls

10.30am -- Charolais bull inspection

1pm -- Simmental bull inspection followed by Salers bull inspection

1pm -- Show of Beef Shorthorn females followed by bulls

2pm -- Parade of Lincoln Red & Salers bulls

2.30pm -- Show of Limousin bulls

Monday 18th October

10am -- Show of Charolais bulls

10.30am -- Sale of Aberdeen-Angus bulls (85)

11am (Ring 2) -- Sale of class & draft Beef Shorthorn females (60)

1pm -- Sale of Beef Shorthorn bulls (27) followed by Lincoln Red bulls, (3), Lincoln Red females (14) & Salers bulls (8)

1pm (Ring 2) -- Sale of class & draft Aberdeen-Angus females (44 & 27 calves) followed by the dispersal of the Blelack herd

1.30pm -- Show of Simmental females followed by bulls

2pm -- Sale of Limousin bulls (81) followed by females (8)

Tuesday 19th October

10am -- Sale of Charolais bulls (122)

11.30am (Ring 2) -- Sale of Simmental females (19 + 4 calves)

12.30pm -- Sale of Simmental bulls (133)

12.30pm (Ring 2) -- Sale of Charolais females (7) followed by a production sale from the Lochend herd

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.