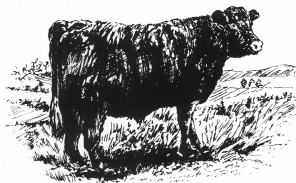


THE LUIING CATTLE SOCIETY LTD.

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Sim-Luings take centre stage at Luing Open Day

A very good turnout of 150 Luing breeders, enthusiasts and friends travelled to Woodburn near Crieff, Perthshire for the 2012 Luing Open Day which took place on Friday 27th July.

Sim-Luings, the recognised and registered cross-breed between a Simmental bull and a Luing cow, were the main focus of the event as they make up the majority of the 150-strong Ben Challum herd. The event was opened by John Ross CBE who talked passionately about the need to reverse the downward trend in breeding cow numbers and how Luings and Sim-Luings were well placed to help with this due to less reliance on expensive inputs such as feeding.

The event was based on a tour of the three units run by Ben Challum Ltd. Firstly Woodburn were visitors were able to take in the new Shufflebottom steading as well as groups of Sim-Luing cows running with the Luing bull Attonburn Kings Ransom, in-calf heifers and $\frac{3}{4}$ -bred Luing steers. Secondly the tour moved on to East Crieffvechter a couple of miles away which is mainly used for growing arable crops and wintering cattle; stock bulls were also on view here. Finally visitors moved onto the rented grazings at Bishopsfauld Farm, Comrie (via a pit-stop at sponsors The Famous Grouse Experience) to view two herds of cows and calves – one group of stock Luing cows running with the Simmental bull Broombrae Argyll to make the base Sim-Luing replacement females for the business, and the other the resultant Sim-Luing females running with another Simmental bull, Woodhall Silas, to breed $\frac{3}{4}$ -bred Simmental/Luing calves to sell on for breeding or finished for beef. The day concluded with some stock-judging and a feast of Sim-Luing roast beef rolls back at Woodburn.

Society Chairman Steven Murray commented, "We're delighted with the great attendance we've had today given the unsettled weather for some weeks now. As a Society we spend a considerable amount of time and resource promoting the Sim-Luing as a recognised cross-breed as we are very aware that the engine room of British beef production exists in the uplands where these cross-bred cows thrive. The Stewart family and Matthew Mauchlen have excelled at producing fantastic Sim-Luing breeding females and despite the wet summer to date, the cattle everyone saw today looked exceptional."

Ends

Notes to editors:

- Ben Challum Ltd. is owned by the Stewart family (Ian and sons David & Christian) and managed by Matthew Mauchlen. The name comes from the hill located at the head of Glenlochay which was purchased by the Stewart family in 1942.
- The Joint Open Day was sponsored by 10 companies and organisations in all (United Auctions, Wallets Marts, Sellars, The Famous Grouse Experience, Agrii, Feedmix, Shufflebottom, HiHealth Herdcare, ABP and the British Horse Society Scotland).

Further information:

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