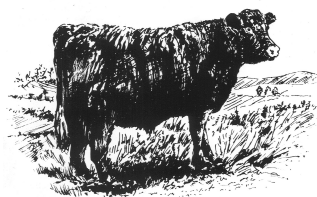


# THE LUIING CATTLE SOCIETY LTD

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PRESS RELEASE

## **New Luing Website launched**

The Luing Cattle Society have launched a brand new web site in advance of their upcoming Open Day at Attonburn in the Cheviot Hills.

Action-packed and highly accessible, the new site found at [www.luingcattlesociety.co.uk](http://www.luingcattlesociety.co.uk) certainly fulfils its role in promoting the breed's profile. It contains a host of new features including up-to-the-minute news, sale and event details, breed development information, a complete list of breeders split up by county, Luing publications plus informative articles from Luing breeders. A major plus for members is the full range of handy, downloadable documents readily available.

Commenting on the new site, Breed Secretary Johnny Mackey said;

“Our Council was keen to update the web site in line with the rise in demand for our stock from commercial beef producers. Most of the hits we get are from beef farmers needing to know when the next Luing sale is. They are keen to find out more about our resilient breed so we wanted to commission a professional, efficient web site that met their expectations. I feel we have certainly achieved that and thank our web designers [www.purplethistlepr.co.uk](http://www.purplethistlepr.co.uk) who, given that they specialise in marketing farm and rural enterprise of all kinds, are very much in tune with our needs.”

The new site is regularly updated, at times on a daily basis and contains everything anyone wanting to know more about the breed would wish to find out. Members can readily access their herd details as well as download any current entry forms for sales, or application forms for Society procedures such as bull inspections – all leading to an altogether swifter flow of vital information.

Ends