



## NEWS RELEASE

13 July 2006

### **FIRST LONGHORNS EXPORTED TO EUROPE SINCE BEEF BAN LIFTED**

Three Longhorn bulls today became the first Longhorns to be exported to Europe since the lifting of the beef export ban. The three bulls – Southfield Accord, bred by Mrs A Blockley, Bollin Earle, bred by Bollin Valley Partnership and Blackbrook Pickles from John and Pat Stanley’s herd – have made the journey across the Channel to join Longhorn Society member Sabine Zentis’ Castleview herd in Germany.

Sabine, a keen advocate of the Longhorn breed said “At last, today is the big day! We have waited a long time for this and it is very exciting to be finally able to bring these bulls over here”. They will join Sabine’s existing herd of 130 Longhorns. Sabine’s herd, which was established before the beef export ban, will welcome the injection of new blood provided by these bulls. The herd has become a focus of interest in the Bavarian part of Germany, and, as well as selling Longhorn bulls to neighbouring herds for use in crossing and improvement of existing beef breeds, Sabine has cattle breeders in other European countries keen to purchase stock.

The Longhorn breed last year celebrated its success with its removal from the Rare Breeds register, and today interest in the breed has never been higher. There are presently around over 4,250 breeding females in 225 herds, and there are breeders not just within Europe but also in Australia, New Zealand and the USA.

Interest in the breed, which is renowned for its ease of management and exceptionally tender succulent beef, is reflected in demand at sales with new records being set and broken over the past three years. Junior bull, Carreg Cennen, from B & M Llewellyn’s herd set a breed record price in 2004 of 8,400 guineas. 2006 has seen the breaking of two breed records, set only the previous year: Messrs Brigg’s senior heifer Gorse Layla achieved a breed record this spring selling for 3,700 guineas (breaking the 2005 record price set by W J Spalton’s Bejon Delia) and Blackbrook Iceman, sold in June 2006 by Polden Farms, has broken the Senior bull record price at 3,200 guineas.

Now that the export ban has been lifted, more Longhorns are expected to make their way to herds in other parts of Europe, as breeders there recognise the unique qualities of a traditional English beef breed. European breeders will have a chance to see Longhorns in action as they are being exhibited again this year at the European Beef Show Weidefestival which is being held in Bavaria on 18<sup>th</sup> – 20<sup>th</sup> August.

Notes to Editors:

Photos can be made available if required

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