

Whitebred Shorthorn Roadshow 2012

Donald Hendry and Adrian Wheelwright kicked off a programme of attending some of Scotland's west coast Agricultural Shows during 2012 with stands at Salen, Portree, Lochaber and Dalmally. Making a further attempt to raise awareness of the breed in an area that used to provide many buyers for Whitebred Shorthorn bulls, primarily for crossing with the native Highland cattle. Historically the Highland x Whitebred was known as the "Crofter's cow" producing sufficient milk to keep the crofter and his family in milk and also rear a calf.

Lochaber and Dalmally Shows - Donald's Report

8th September 2012

Adrian and I attended the Lochaber and Dalmally shows on successive Saturdays. Response was good, particularly at the Lochaber show. There is no doubting the value of keeping the breed name in front of people. There are almost certainly going to be a few new Whitebred Shorthorn users following the Road Shows.



Lochaber Show

I was at a Monitor Farm meeting on Mull last Thursday and the host farmer is now talking about a bull for his Highland heifers - his neighbour bought one this spring at Lochdochart, a new customer.



Dalmally Show

Unfortunately the increasingly popular Native Breeds female sale in October in Oban is on the same day as the Newcastleton Blue Grey heifer sale. Whitebred Shorthorn X Highland suckled heifer calves have topped the Oban sale for the last two years. I am taking the displays to Oban but had hoped to go to Newcastleton as well. I have talked to the auctioneers and they will hopefully liaise next year on dates. I had a frustrated buyer on the stand at Dalmally wanting to attend both and trying to make his mind up which to go to.

Salen & Portree Shows - Donald's Report

13th August 2012

Attendances were good at both shows, benefitting from some excellent weather. We had a steady flow of interested visitors to the stands and almost certainly several very keen prospective buyers. I think the BIG value coming from the effort was raising awareness, firstly that the breed exists and secondly that there are quality bulls available. *(It's amazing how many of the younger farmer's don't even know the Whitebred Shorthorn is a breed in it's own right)*. Keeping that name "Whitebred Shorthorn" under their noses is the number one priority!



Salen Show

The stand is a very visual representation of the breed and most of the visitors commented on the quality and attractiveness of the stock. Farmers like to see pictures rather than read lots of bumf! A big asset to these ventures to small shows is the new banners, part funded by a grant from the RBST, which makes transporting promotional material much easier.



Portree Show

At both shows I had visitors who had recently bought Whitebred Shorthorn bulls. *(There are two new bulls on Mull and one on Skye)*. I also heard a big unit in Morvern that have just bought a Whitebred Shorthorn bull. They have all gone to cross with Highlanders and have gone to well respected breeders in the Highland world. Others WILL follow.



Portree Show

Farmers are gregarious and follow trends - there is no doubt the Whitebred Shorthorn is being talked of favourably again, as fodder and feed prices rocket in the more remote uplands. The first cross calves are much in demand and we must keep the momentum going now.