

Danish Hereford Society International Report 2020



By Anders Mortensen, Woodland Hereford

Despite many challenges, 2020 was a fairly good year for Danish Hereford Breeders and for the Danish Hereford Society.

Firstly, I would like to congratulate Mr. Larry Feeney with the new assignment as “Emperor of the Universe” – or more precise, General Secretary for The World Hereford Council – well deserved!

Mink, BREXIT & Beef Program

Many beef programs have suffered in Denmark due to the Covid-19, beef prices lower than low, and in Denmark 2020 was the year where we actually removed an agriculture industry from the Danish map – the MINK!

Denmark was one of the global leading – if not The Leading – mink breeder, and suddenly all minks were killed per order from our Prime Minister. The entire agriculture industry in Denmark was in shock - who is next? The BREXIT removed also some of the financial risk appetite in the agriculture part of Denmark, we saw increasing numbers of bankruptcy and lower land pricing. On the other hand, house prices went to all times high level, and summer houses were sold faster than fast.

Quite a challenging world, and at the same time our politicians expect us to “go green” on several parameters and dramatically reduce the use of fertilizer. At the moment we have quite a big gap between city and countryside when dealing with nature and sustainability.

The Danish Hereford Beef Program collapsed in 2018, and despite a lot of efforts, the Danish Hereford Society has not yet managed to get the beef program back on track. The Limousine breed faces the same challenge, while the Angus Beef Program continues on a lower scale.



1 - Woodland Newsfeeder Hat-Trick 505N, Bull of the Year, presented by Josephine & Christoffer Mortensen

Bull & Female of the Year

Bull of the Year (highest evaluated bull) was Woodland Newsfeeder Hat-Trick 505N, Senior Bull Champion 2019 at the Danish National Show, judged by the well-known Matthew Goulding from Gouldingpoll Herefords in Ireland. Newsfeeder is sired by Woodland Hat-Trick, 4 times Grand Champion, and dam is Gossip Queen of Woodland.

Runner-up bull was Aaland 1 Oscar 285, and third highest evaluated bull was Woodland Ocean 11 Mastercard 537 O, Interbreed Champion and Grand Champion Roskilde Show 2019.

This was the fifth time since 2011 that Woodland Hereford won either the Bull or Female of the Year Trophy.

Female of the Year was Nordbaek Light 1372, sired by NBG 69T THE WONDERER 36R ET, dam Moeskaer Tracy 1372. Runner-up Female was Rosenkaer Ishbel, and third highest evaluated female was Bondes Sundance 214/241.



2 - Great Danes - Danish Junior Team in NZ: L2R Isla Soutter, Christoffer Mortensen, Josephine Mortensen, Mike Brems

The Great Danes – the Danish Junior Team in New Zealand

What a great idea from the New Zealand Hereford Association to organize a Junior Camp as part of the World Hereford Council event. I am convinced that this Junior Program really was an eye-opener for many Hereford breeders – inclusive the Danish Hereford breeders.

Despite a lot of efforts from the Danish Hereford Youth, Denmark was not able to provide four Danish team members for the NZ trip.

This was solved with one phone call to UK Hereford, and the Danish team (The Great Danes) was powered up with a guest star – Isla Soutter.

The Great Danes team members:

- Isla Soutter (UK – Normanton Herefords)
- Josephine Mortensen (Woodland Herefords & Genetics)
- Mike Brems (Hereford by Brems)
- Christoffer Mortensen (Woodland Herefords & Genetics)

Danish Hereford breeders are not familiar with sponsoring, and the Danish Hereford Youth had also great challenges getting sponsorship from the Danish Hereford Society. Nevertheless, the Danish Juniors in collaboration with the UK guest star Isla Soutter managed to collect a decent number of sponsorships.

A great thank you from The Great Danes to the sponsors:

- Gouldingpoll Herefords (IRL)

- Normanton (UK)
- W. J. & M. Mash Ltd (UK)
- Fabb (UK)
- Odsherred Farmers' Association, OHLA
- Danish Hereford Youth
- Solbakken Hereford
- Nordbaek Hereford
- Hereford by Brems
- Woodland Herefords & Genetics



3 - Isla Soutter with Sponsor Dress

New Semen Bull

Rosenkaer Knight Flyer is new semen bull from Denmark. Knight Flyer is sired by Gouldingpoll 1 Superduty, and Slyk's 1. Agro is damsire.

Knight Flyer is evaluated at the Danish Beef Cattle test station with positive results and with a high general index (133).



4 - Rosenkaer Knight Flyer - new Danish semen bull

Please contact the Danish Hereford Society if you are interested in more information about the new semen bull.

The Danish Hereford Society needs to consider the strategy for the future approach regarding the selection of AI sires. The Danish Beef Cattle test station is closed due to financial challenges – to few beef bulls to test.

International Visits and Exports

Many breeders from other parts of the world have during 2020 visited Denmark to select new genetics. It is quite easy to import cattle from Denmark due to the high veterinary standard in Denmark.

Most often the breeders from the western part of Denmark (Jylland) are the destination for visitors from Germany, The Netherlands and Polen.



5- Michal Blichiewicz - PL. Bought 13 heifers and 3 bulls in Denmark.

This year was no exception, and several exports were organized. One of the largest sales was a group of 13 heifers and 3 bulls bought by Michal Blichiewicz, Bednarki Farm, Polen.



6 - Jasmijn van Wakeren & Rick Eikelboom

Denmark also sold Hereford genetics to Holland, Jasmijn van Wakeren & Rick Eikelboom, Stal Eemster Polled Hereford, visited in August 2020 several Danish Hereford herds. Jasmijn & Rick bought a new young bull from Nordbaek Hereford for their Stal Eemster herd in Holland.