

Irish Hereford Breed Society – Country report 2020

World Hereford Conference 2020 New Zealand

The Irish Hereford Breed Society is more appreciative than ever after the year that has been to have been able to attend the 18th World Hereford Conference 2020 in Queenstown New Zealand. The Conference attracted nearly 400 visitors from 18 countries worldwide & with the line up that was presented it was no surprise it was so popular.

A major part of this conference was the Young Breeders Competition. Teams competed from around the globe including; New Zealand (2 teams), Australia (2 teams), USA, Denmark, UK, Sweden & Ireland. Team Ireland was represented by; Eoin Lynch (Team Leader), Sinead Conry, Michael Barrett & Katie Brady. The teams had a busy schedule for the week which included stud visits, a quiz, team bonding, presentations and butchering skills, farm business tasks, clipping competition, showmanship and stock judging.



Team Ireland -
LtoR: Michael
Barrett, Katie
Brady, Sinead
Conry & Eoin
Lynch (Team
Captain)

Along with the conference agenda – extra tours and activities were organised to give attendees a look at some of the top Hereford studs across New Zealand as well as a taste of Kiwi culture & tourist attractions.

A major element of the World Hereford Conference is for the World Hereford Council to meet and discuss World Hereford matters & elect the incoming Secretary General, which this term is none other than the Irish Hereford Breed Society's very own; Mr. Larry Feeney, replacing the outgoing Secretary General Mr Jose (Pepe) Bonico from Uruguay. The Irish Society are delighted with Larry's new post & look forward to future global developments.



Larry feeney with out going Secretary General: Jose Pepe Bonica

The conference finished up at the Wanaka A&P Show where the teams of Young Handlers competed in the show ring, followed by the Show of Hereford cattle. Congratulations to Team New Zealand on winning the Young Breeders Competition & Team Australia on placing Reserve Champions. Well done to our own Team; Eoin, Sinead, Michael & Katie on performing remarkably in all aspects of the competition.

The Irish Farmers Journal THRIVE – Dairy Calf to beef Programme

The Irish Farmers Journal Thrive – Dairy Calf to beef Programme aims to demonstrate best practice for producing dairy calf to beef calves through the use of higher genetic merit AI sired beef calves along with focusing on a high level of efficiency in on farm nutrition and animal health. The demonstration farm is located in Tipperary, with 140 calves reared each year and being brought to slaughter between the ages of 18 to 21 months. The target for heifers is to slaughter at 275kg and at 19 months of age and the target for bullocks is to slaughter at 300kgs, at 19 months of ages also. The core aim on the farm is to slaughter as many of the 140 cattle as possible at the end of the second summer grazing period to avoid extra winter feeding costs. There have currently been 64 (2019 born) cattle slaughtered from the group to date. There are four breeds in the trial; Hereford, Angus, Limousin & Belgian Blue and The recently published results have proven to shine a very positive light on Herefords;

- **80% of the Hereford heifers** which have already been slaughtered off grass along with **64% of Hereford bullocks** having been **finished off grass also.**
- **Meal intake is lowest for the Hereford heifers** at an average of 171kgs. Hereford bulls are also at the lowest end of the scale with 233kgs compared to Angus and Limousin.
- The average slaughter weight for Hereford heifers was 532kgs with the average price being paid of €3.82/kg after a base price of €3.65/kg, quality assurance bonus of €0.20/kg and the Irish Hereford

Prime breed bonus of €0.10/kg also. **This average price was the highest average price paid for heifers across the three breeds.**

- The average carcase weight for Hereford bullocks was 316kg.
- There was a breed bonus paid for Hereford Heifers and Bullocks.
- **The Hereford bullocks were also the best performing breed at finishing off grass, achieving over 1.04kg/day.**

It is well known that Herefords are a sustainable choice; being an early maturing breed, they are much easier & quicker finished for slaughter off grass, without much extra feed needed and thus saving money. These results are the proof of the pudding and show just how well Hereford cattle are suited to a low cost, grass based system.

The Society is looking forward to the next round of results from this trial & value the research being carried out.



****All findings in this report are copied from the Irish Farmers Journal Newspaper, Article on page 33, dated 31st October 2020***

Premier Autumn Hereford Sale 2020.

The Society were fortunate enough to be able to hold a semi-normal Premier Autumn sale whereby just 30 buyers were allowed around the sales ring and there was no show permitted. The sale was also jointly online which is a new phenomenon to Hereford Pedigree Sales. The sale went quite well considering Covid -19 restrictions, the spike in Covid-19 cases in Ireland at that time and the time of year in general.

The Tullaha herd of the late John Neenan who passed away so suddenly and unexpectedly almost a year ago provided the day's top price of €4,600. Tullaha Donny selected from the herd to represent it at last year's national calf show by John himself missed out on that event due to John's untimely death.

The herd now in the hands of daughter Maura and her husband Tommy made no mistake in the preparation for the Premier sale. This smashing 5 star Terminal, son of Rossmore Nelson Mandela out of the homebred Tullaha Stephanie opened a spirited bidding match until the hammer dropped at €4,600. In fact, the under bidder had difficulty in gaining access to the bidding ring due to the cap on numbers around the ring. This fine bull has moved onto new pastures in neighbouring Tipperary.



Tullaha Donny sold for €4,600

National Irish Hereford Virtual Calf Show 2020!

The North Leinster Hereford Branch, in conjunction with the Irish Hereford Breed Society and Irish Hereford Prime ran a very successful virtual Hereford Calf Show in December 2020. The event was the first of its kind for the society and it was very well supported. The Society was delighted to have three talented judges on board; Robin Irvine, Nigel Owens & Adam Woods who took the tough task of judging some very large classes through photograph only. There was a large entry of top quality Hereford calves and after a tough task – the judges announced their chosen winner from each class.

The class winners from class one to eight were then put forward for a public vote on the website; nationalherefordcalfshow.ie to crown the four champions.

The voting poll was closed on Friday 11th December after receiving great support & a large number of votes. From there, the three judges; Adam Woods, Robin Irvine & Nigel Owens were drafted back in to judge the four champions and choose the overall Supreme Male Champion and the Overall Supreme Female Champion.

Huge congratulations to the champions;

Moocall Senior Female Champion – Grianan Orange U 877- Born July 2019 - Sired by Grianan Parkers whose bloodlines go back to Churchill Storm - Bred by T&A Fitzgerald, Westmeath & exhibited by Padraic McKenna of Lisgoagh Herefords, Monaghan:



Allsure Junior Female Champion – Keenaghpoll 1 Rocket Roxy- Born Feb 2020 - Sired by Solpoll 1 Kentucky Kid - Bred by Edwin & Robert Jones, Longford:



Herdwatch Senior Male Champion – Rathregan Bonanza- Born Dec 2019 - Sired by Rathregan Suarez whose bloodline sgo back to Kilsunny Goliath - Bred by Val Ledwith, Meath:



Dectomax Junior Male Champion – Clondrinapoll 1 1327- Born Sept 2020 - Sired by Panmure 1 Henry - bred by Gerard & Declan Donnelly, Clare:



Supreme Male Champion 2020 – Rathregan Bonanza:



Supreme Female Champion 2020 – Keenaghpoll 1 Rocket Roxy:



The Virtual event was an all-round success and a great marker to round off a somewhat different sort of year.