

National All Breeds show created

►► All Breeds All Britain re-branded

HOLSTEIN UK has re-branded its national show and invited all dairy breeds to take part in what will now be called the **National All Breeds Show**.

The show, to be held at the NAC, Stoneleigh, Warwickshire, in February, will become a two-day event to accommodate extra classes.

Organisers hope it will have a wider appeal and attract higher

visitor numbers.

Holstein UK chief executive, Greg Ward, says: "We're delighted to have other dairy breeds on board to give the event a broader perspective, and feel their presence will enhance the occasion."

Each breed will have its own individual champion, which will compete for the supreme interbreed title. Total performance

awards will be held in each of the senior cow classes, showing a particular emphasis on health, welfare and productivity.

"These awards will recognise production, longevity, calving interval and cell counts, rewarding the animals which are genuinely important to a herd's bottom line," says Mr Ward.

