

BUSINESS Farmer

Holstein Show opens up

HOLSTEIN UK has announced that its national show is to be rebranded as the **National All Breeds Show**, and opened up to entries from all UK dairy breeds.

The show, to be held at the NAC, Stoneleigh, on 16 and 17 February 2010, has been extended to a two-day event to fit in these extra classes.

"In today's dairying society, if people are going to come out to a show, they expect to see the whole breadth of what's on offer," said Holstein UK chief executive, Greg Ward. "We're delighted to have the other dairy breeds on board to give the event a broader perspective.

"There will be national championships for each dairy breed, a supreme interbreed championship, and a strong emphasis throughout the show 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."

Welcoming his breed's involvement, the breed secretary for the Ayrshire Cattle Society, John Cochrane, said: "I think a national show is a great idea. Like many of the other breeds, we don't have our own national show so this will give us a platform on which to demonstrate the attributes of the Ayrshire cow to people representing all the other breeds."

