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British Limousin Cattle Society

50th Anniversary Open Day

Hosted by
**WHINFELLPARK
LIMOUSINS**

**Thurs
28th JULY
11am - 4pm**



OPEN TO ALL MEMBERS AND NON-MEMBERS

By kind permission of
Allan Jenkinson

A.W. Jenkinson Farms
Whinfell Park Farm, Penrith, Cumbria

Car Parking CA10 2DW
Bus Parking CA10 2AD

T: 02476-696500 E: info@limousin.co.uk W: www.limousin.co.uk

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Thanks are extended to all sponsors who have supported the British Limousin Cattle Society's 50th Anniversary Weekend

INTRODUCTION & WELCOME

The British Limousin Cattle Society extends a warm welcome to you all and very much hopes you will enjoy your visit to our 50th Anniversary National Open Day being held as part of a weekend of celebrations for our Golden Breed of cattle here in Cumbria 28th-30th July 2022.

Kicking this off in spectacular style is the Open Day at Whinfell Park where the quality of the cattle is only matched by the quality of the whole farming enterprise. We are privileged to have been made so welcome by Allan Jenkinson and the whole Whinfellpark team especially Iain Scott, Craig Douglas & Laura Harrison who have worked very hard to put on what promises to be a great event.

The Whinfellpark herd was established in 2001 and was quickly recognised as one of the top herds in the UK. It now numbers approximately 100 pedigree cows and they have already have had Breed Champion at the Great Yorkshire Show and this year Breed Champion for the second time at the Royal Highland Show, and with Craig and David driving them on I am sure there will be more to come.

I am honoured to be the British Limousin Cattle Society President during the 50th year celebrations of a breed of cattle that has changed the face of the British beef industry since those first 179 animals arrived from France at Leith Docks in Edinburgh in February 1971. It really is an amazing success story and all our members past and present are part of this success.

It is so nice to welcome all our friends and fellow breeders from all parts of the United Kingdom, with a special welcome to those visitors from the home of the breed in France and our friends from the South of Ireland. You are very welcome wherever your home is.

Thankyou also to the Young Farmers and the North West Limousin Club for helping with parking and other duties – it is much appreciated – please drop a coin or two in the bucket on the way home this afternoon with all monies raised going to these two clubs.

Wishing all Society members, commercial partners and farming friends a truly enjoyable day!

Craig Ridley
President
British Limousin Cattle Society

TIMETABLE

11am	Event opens
11.30am	Welcome – Craig Ridley, BLCS President
11.40am	Introduction to farm – Iain Scott, Farm Manager
11.45-3.30	Trailer tours, refreshments, stockjudging
2pm	Last entries for Stockjudging
3.30pm	Vote of Thanks – Jonathan Watson, BLCS Vice Chairman followed by prizegiving

Smoking: Designated smoking area First Aid: St John's Ambulance

PROFILE OF WHINFELLPARK LIMOUSIN HERD

Established: 2001

Owner: Allan Jenkinson

Farm Manager: Iain Scott

Stockman: Craig Douglas

Farm Administrator: Laura Harrison

Pedigree Herd Size: 43 cows & calves; 35 in-calf cows; 33 maiden heifers; 9 in-calf heifers; 10 bulling heifers; 27 young bulls; 4 stock bulls

Commercial Herd: Nil

Sheep Flock: Texel & Charollais

Members of SAC Premium Cattle Health Scheme: 20 years

Performance Recorded: 20 years

Semen for sale: Wilodge Cerberus, Gunnerfleet Lion, Fuschia, Cloughhead President, Goldies Olympia, Dolcorsllwyn Fabio, Trueman Jagger, Lowerffrydd Empire, Foxhillfarm Jasper, Nathan, Whinfellpark Lomu, Lenagh Larkhill, Gorrycam Hazzard

Top Prices at BLCS Sales to date:

Whinfellpark President 24,000gns,
Whinfellpark Poldark 18,000gns,
Whinfellpark Rhapsody 17,000gns,
Whinfellpark Royalty 15,000gns

Top Prices paid at Sale: Wilodge

Poshspice 250,000gns & Graiggoch

Rambo 180,000gns - Poshspice in partnership with the Sportsmans herd and Rambo quarter share to Sportsmans

Major Show Honours include:

Whinfellpark Glittered Limousin Champion, Reserve Interbreed at the Royal Highland Show and Reserve Overall Champion at the National Show 2016. Whinfellpark Lomu Overall Limousin Champion and Overall Interbreed Champion at Stars of the Future 2016. Whinfellpark Lavender Female Limousin Champion and Reserve Overall Limousin at the Royal Welsh 2017. Whinfellpark Lupin Limousin Champion at the Great Yorkshire Show 2021. Pabo Procters Male Champion and Overall Limousin Champion, Reserve Interbreed Champion at the Royal Highland Show 2022. North-West Limousin Club Herd Competition: 2nd Extra-large Herd 2021/2019

Visitors Welcome: We hope you have enjoyed your day today but if you have not seen everything you wished to, or simply wish to come again in the future, all visitors are always welcome by appointment.



Goldies Olympia

Purchased at the British Limousin Society Sale held at H&H Carlisle in February 2020 for 30,000gns after being placed as Intermediate and Overall Champion



Goldies Orinocco

Orinocco was a standout bull and purchased to be used exclusively at Whinfell Park. He has an impressive female breeding line



Pabo Procters

Purchased in October 2020 he was selected for his size, frame, power, and hard muscling. RHS Male Champion, Overall Limousin Champion, Reserve Interbreed Champion 2022



Gunnerfleet Lion

With his outstanding shape and style he offers an exciting breeding opportunity for both pedigree and commercial breeders. His progeny has had great success in the show and sale ring



Foxhillfarm Jasper

Son of the reputable Bankdale Alice, Jasper went on to dominate the show circuit in 2015 and 2018



Whinfellpark Lomu

the first stock bull to be retained at Whinfell Park. Proven easy calving on both cows and heifers. Consistent progeny, showing great style and flesh



Whinfellpark President

Sired by Gunnerfleet Lion, President sold at H&H Carlisle to the Cloughhead Herd for 24,000gns



Cloughhead President President was selected for his total outcross pedigree, with his dam coming from a French dominated line – alongside his exceptional width, power, easy calving figures and his gestation length



Nathan

A son of Jacot, Nathan was purchased in August 2018 at the KBS Genetics Prestige Sale in France. Easy calving, short gestation and his progeny showing great potential



Fuschia

Easy calving, muscle, locomotion and high fertility, Fuschia breeds very true to type. He is one of our top semen sellers with a large quantity of semen sold back to France



Cartronfree Powershift Arrived at Whinfell Park in March 2021. Purchased in a private sale from the Brownes family in Ireland. Powershift shows extreme muscle and depth of thigh.



Wilodge Cerberus Purchased for 50,000gns, Cerberus remains recognised as one of the finest Limousin bulls on record. He is popular with buyers all over the world and continues to stand as the farm's top semen seller



Lowerffrydd Empire Excellent temperament and very easy calving, followed up by outstanding growth weights and muscle. Two copies of myostatin gene F94L and is one of our first choices to use on heifers



Trueman Jagger Purchased in 2015 for a then World Record 140,000gns by a syndicate comprising of Whinfellpark, Foxhill Farm, Swales Moor Farm and Dinmore Manor. Jagger was crowned Supreme Champion at the 2016 National Show

AI BULLS

- Jalex Itsallgood
- Westpit Omaha
- Millgate Fame
- Goldies Oswald



DESCRIPTION & LAYOUT OF OPEN DAY STOCK

A detailed animal listing and layout of stock will be provided when joining the trailer tours.

Farm Tour on Tractors and Trailers starting at the top of the yard.



STOCK JUDGING



Hexham and
Northern Marts



Kindly Supported by Hexham & Northern Marts and Scawfell Genetics.
Master Judge Bruce Goldie.

£2 per entry minimum contribution
with all proceeds to Air Ambulance.

Prizes:

cash prizes

1st £50 2nd £35 3rd £20
plus branded merchandise provided by HNM.

Three sections:

Men, Women & Junior (under 28)

Stockjudging Classes

Class One:

in-calf Cows

Class Two:

Spring 2021 born bulls

Class Three:

Spring 2021 born bulls

Class Four:

Four Texel tup lambs

Class Five:

Four Texel ewe lambs



WHINFELLPARK

FEATURE

The name Whinfellpark is synonymous with British Limousin cattle breeding, as the herd has hit the headlines on numerous occasions through its record price-breaking purchases. Owner, Allan Jenkinson of A.W. Jenkinson Forest Products, is supported at Clifton Moor Farm on the Whinfell Park Estate by a team which includes stockman, Craig Douglas. He works alongside his father, David, under the guidance of farm manager, Iain Scott.

Based near Penrith, the 125-cow herd is split roughly equally between spring and autumn-calving groups, in order to have stock to present at all the Carlisle-based Borderway Mart shows and sales; a key feature in the British Limousin Cattle Society calendar.

The team's success has been achieved within a relatively short period, in terms

of cattle breeding. Mr Jenkinson was brought up on one of the Estate holdings, Clifton Moor Farm, where the business used to be focused on buying and finishing commercial store cattle. A decision to switch to pedigree cattle breeding was made after the foot-and-mouth outbreak.

Craig Douglas explains: "We were looking for an alternative to the previous system when the farm was re-stocked and it was a toss-up between the British Limousin and one of the other prominent beef breeds. The late auctioneer, David Thomlinson, strongly advised us to choose the Limmy and for that we owe him a debt of gratitude."

The first purchases for the pedigree herd were made up of French imports, followed by an investment in bloodlines from the dispersal of the renowned Ryedale herd. Numbers expanded slowly and it was not

long before Whinfellpark had made its mark on cattle breeding on a global scale.

The quest for the 'perfect' Limousin has led to the business being involved in no fewer than four world record-price breaking purchases. The most recent was in May, when a Limousin bull was purchased for 180,000gns, with a 25 per cent share sold post-sale to Boden and Davies Ltd, of the Cheshire-based Sportsman herd.

The record-breaking bull was the November 2020-born Graiggoch Rambo, entered by Gerwyn Jones of Conway. Mr Douglas describes Rambo as "one of

the best Limousin bulls I have ever seen" with the purchase smashing the previous Limousin bull sale record of 140,000gns, which was in fact paid in 2015 by another syndicate which included A.W. Jenkinson Farms.

"My first thought was that Rambo represented something very close to the ideal British Limousin," says Mr Douglas. "A percentage of Carlisle buyers are looking primarily for a sire to produce breeding bulls. Their priorities are plenty of muscle at the back end and four good feet and legs, as well as breed character and style.

"Rambo has it all. His breeding is



exceptional, going back to Broadmeadows Cannon, Ronick Gains and Wilodge Vantastic. Rambo's semen will be available this year and we think he will be a huge asset to the herd."

Mr Douglas points to a second element of the market at Carlisle, where producers are seeking a bull primarily to produce outstanding females. Therefore, Whinfellpark breeding decisions are taken with both sire types in mind. Mr Douglas describes these twin aims as requiring a "fine balancing act." It has resulted in the relatively rare decision to retain a homebred bull.

"Whinfellpark Rightdecision was originally destined for the sale ring, but we think he has the ability to throw top

quality calves of either sex. He was kept on quite by chance and with hindsight it was a very fortunate sequence of events. The bull has excellent breeding, but he came up slightly lame before his scheduled sale and although he was quick to recover, he was too old to qualify for the showing class on the following sale date. Rightdecision will be on show at the open day with his first batch of females and we have high hopes for his progeny."

Rightdecision's rare dual-purpose qualities are likely to be associated with his breeding. He is out of a cow by Dolcorsllwyn Fabio and sired by Gunnerfleet Lion; a bull which stands out as the most positive influence on the herd in recent times, comments Mr Douglas.



"It is no exaggeration to state that Lion has put Whinfellpark on the map. He will breed fantastic males and females and he has turned out to be worth every penny of our 22,000gns bid. His bull calves are not lacking in size and muscle definition, while his heifers demonstrate strong female characteristics. Lion has produced a 24,000gns bull for us, as well as several which have made 18000, 17000, 11500 and 11000. Heifers 15000, 10000 and 8000. He is not one of our most expensive purchases, but certainly one of the best.

"When it comes to homebred bulls, by far the most outstanding to date is Whinfellpark Lomu; we had his sire, Lowerffrydd Empire. Lomu is out of Whinfellpark Femi, a quality cow from which we have harvested a large number of embryos."

Two other stock bulls will be running with the cows at the open day event. One is the 18,000gns Pabo Proctors, purchased at Carlisle in 2020. The other is Cartronfree Powershift, bought privately for an undisclosed sum.

Whinfellpark has won several prestigious show awards, with 2016 an exceptionally good year for the herd. The female Glittered won a sheaf of titles, including reserve inter-breed at the Royal Highland



and reserve overall at the National Limousin Show, as well as red ribbons at three agricultural shows in her native Cumbria. Meanwhile, the co-owned Trueman Jagger beat Glittered at the National Limousin Show to take the supreme championship that year.

A significant amount of income has been generated by semen sales and A.W. Jenkinson Farms Bovine Genetics was set up in 2012 to market the bulls in-house. It offers a choice of two dozen sires, with one of the oldest bulls 'on the books' also one of the most popular, says Mr Douglas.

"The 50,000gns Wilodge Cerberus was a 2008 Carlisle purchase. He has been used extensively across our own herd and straws have been marketed worldwide. By Wilodge Tonka and out of Wilodge Priceless, Cerberus falls into the top one per cent for 200 and 400-day growth rates and he has two copies of the F94L 'profit' gene. He has sired a 65,000gns bull and his progeny have enjoyed numerous show successes."

Herd management is kept fairly simple, with spring calvers turned out with their calves as soon as grass levels permit and the calves weaned at housing, while autumn-born calves run with their dams until turnout time. The cows are fed a winter diet of wheat straw, silage and molasses, along with a small quantity of rolled barley. The youngstock are reared mainly on a proprietary coarse mix.

The Limousin's superb conformation means that cattle that are not required for breeding have the potential to command high finished prices, says Mr Douglas. It is not unusual to achieve £2,000/head at Carlisle for 13-month-old bulls weighing 600kgs. Some batches are sold deadweight, with the majority grading E1 and E2. The entire herd is managed using an electronic identification system.

The single-span, loose housing for the cows and calves has been built to a high standard, but further improvements have recently been made to the layout and the fixtures and fittings, including a curved

handling system complete with a fully automatic crush. Open Day visitors will also be able to view a newly-constructed layout for winter housing.

Mr Douglas joined the team a decade ago, having worked with a number of other cattle breeds. He feels fortunate to have found a job which fits in perfectly with his all-consuming 'hobby' of cattle breeding.

"The conformation of the British Limousin is second to none," he says. "I enjoy working with the breed and all members of our team are striving towards a common goal, which is to continue to improve the quality of the Whinfellpark herd."

"We have come quite a long way and our progress is illustrated by the fact that we no longer use the lower end of the females as embryo recipients. They are too valuable and therefore they have been replaced by the Fleckvieh."

"The British Limousin has the size and power that the market requires and

it is a great all-rounder. Like all cattle breeders, we are never satisfied and we will continue to work towards the achievement of perfection. That may never happen, but it does not mean that we will stop trying," says Mr Douglas.

FARM FACTS

The holding is split 50:50 between arable: grassland and covers just over 809-hectares (2,000-acres)

The land has a high sand content and is prone to spring droughts

The herd shares the grazing with 2,500 Texel cross Charollais ewes

Open Day Thurs 28 July 11am-4pm, postcode CA10 2DW

Website www.whinfellpark.com





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farm and at
livery

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Introducing IVP to improve your herd's potential

Cattle breeders seeking to improve their herd's genetic potential are introducing In-Vitro embryo Production (IVP), a cost effective service from East Lothian based specialist artificial breeding technology company, AB Europe.

"The IVP process produces embryos from collected oocytes (unfertilised eggs)," explains AB Europe's Gavin Tait. "The oocytes are fertilized within AB Europe's IVP lab in a petri dish by selected semen, and subsequently cultured for seven days until fully developed embryos can be transferred or frozen."

"IVP is a widely used method globally for producing embryos where it is starting to outcompete MOET for its flexibility and multiple benefits to breeders and their donor animals."

"AB Europe offers flexible options for donor programming. These programmes can be tailored to suit breeders' requirements whether donors are in-calf, or empty, under 15 months or older, or problematic in terms of fertility."

"Our primary donor programme involves mild stimulation, which requires six hormone injections prior to collection. Stimulation often leads to a boost in oocyte quality on a given collection; it can also improve the number of oocytes. Stimulated collections can be carried out on a fortnightly basis."

"Our alternative donor programme involves no line-up or donor programming. However results are more variable in comparison to stimulated donors as it relies on the natural response and fertility of the individual donor. Collections can be carried out weekly."

IVP is successfully delivering for Limousin breeders.



"I could have continued to naturally expand the herd, however I became aware of IVP which has actually put Westpit on the map. IVP was preferred

to MOET because no stimulation is required and the AB Europe team arrive on the farm to collect, whereas MOET requires multiple injections along with accompanying time, effort and cost."

"Brockhurst Holy was the first female to undergo IVP, primarily as an insurance policy. We achieved 20 calves, including 18 bulls of which 16 sold to pedigree herds. Other collections have resulted in calves collecting the silverware at Stars of the Future and society shows, whilst selling privately to leading herds. Sale ring highlights include junior champion, Westpit Oklahoma at 13,000gns."



"It's all about quality, not quantity; we've carefully invested in some of the best bloodlines and IVP is helping us to exploit those genetics

to their full potential. And it's proving to be a very cost-effective process. We have used IVP on four of our Limousin herd's foundation females including the 24,000gns Brockhurst Howzat, and realised a 75% hold rate for the 19 embryos we've implanted in purchased high health commercial recipients. We are very selective which sires we use, and are able to use just the one semen straw over all the embryos which makes for massive cost savings."

**Aileen Ritchie, Whitecairns,
Aberdeenshire: 15 cow Ritchies herd**

**Andrew Gammie, Laurencekirk,
Aberdeenshire: 35 cow Westpit herd**

THANKYOUS

- Allan Jenkinson and all at Whinfell Park
- John Eveson (photography)
- Wendy Short (farm feature)
- Robert Smith (drone footage)
- HNM & Scawfell Genetics (Stockjudging)
- British Limousin Cattle Society Council & Staff
- Car parking – donations to YFC & NW Limousin Club
- Catering – Lakeland Coffee, D-Licious, The Chippie Van, Eden Valley Ices.



**North West
Limousin**
Cattle Breeders Club

Chairman:
James Little
M: 07872840685

Secretary:
Gemma Slater
M: 07730384905

Limousin-sired Commercial Herd Competition 2022

This year's herd competition will be held
1st - 6th August in the North-West Region
Judge Tony McGowan, Broughton in Furness

Limousin Pedigree Herd Competition 2022

This year's herd competition will be held from
Monday 1st August
Judge John Logan, Homebyres
• Herd Competition Awards Presentation Dinner 12th November 2022
• Borderway Babes 8th December 2022
Judge Chris Pennie
Entries close 19th November
E: nwlimousinclub@outlook.com



Whinfellpark Limousins



WHINFELLPARK PRESIDENT

- 24,000gns
- Gunnerfleet Lion x Ironstone Lavender
- Sold to 'Cloughhead Herd'



WHINFELLPARK POLDARK

- 18,000gns
- Gunnerfleet Lion x Whinfellpark Flair
- Sold to 'Maescoedmore Herd'



WHINFELLPARK RHAPSODY

- 17,000gns
- Gunnerfleet Lion x Whinfellpark Iva
- Sold to 'Cletwr Herd'



WHINFELLPARK ROYALTY

- 15,000gns
- Gunnerfleet Lion x Whinfellpark Flair
- Sold to 'Seisiog Herd'



WILODGE POSHSPICE

World-record priced Limousin purchased in partnership with the Sportsman Herd

Semen available at www.whinfellpark.co.uk or
enquiries@whinfellpark.co.uk or call Iain Scott on
+44 (0) 7876 254 112 / +44 (0) 1931 712 644; Craig Douglas
+44 (0) 7717 291 456 or Laura Harrison +44 (0) 7785 457 497

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National Limousin

50th Anniversary Show

Thur 28 – Sun 31 July

Venue: Borderway Mart, Rosehill, Carlisle, CA1 2RS

TIMETABLE

Thursday 28th July

9.30am onwards arrival of stock
4pm all cattle to have arrived
4-6pm weighing of commercial cattle
4-6pm class allocation
5pm onwards Exhibitor Dinner
5-6pm Veterinary inspection (sale animals only)
6pm exhibitor briefing and Q&A

Friday 29th July

9am commercial judging – classes followed by championships
5pm Anniversary Sale
7pm for 7.30pm Anniversary Supper followed by Charity Auction

Saturday 30th July

9am pedigree judging – Regional Team of Four followed by pedigree classes
Sat 1pm parade of commercial class winners
Sat 2pm pedigree championships
Cattle may leave Borderway

Sunday 31st July

10am – latest cattle can depart