

Overwhelming demand for Caramba Beef Shorthorns during first online sale



Lot 18: Topping the online sale at 4000 euros was this eye catching yearling "Lakefield Jane" purchased by Libby Clarke, Lurgan.

Final bidding has been wrapped up on the first online sale of cattle hosted by the all new platform www.pedigreesales.co.uk . Caramba Beef Shorthorns were the first client to utilise this method of selling, with owner Tom Staunton listing a fine selection of stock from his prize winning herd.



Hottie: Fran Baird, Charlesbury Shorthorns snapped up a recipient carrying a heifer calf out of Caramba Rothes Hottie for 3800 euros. A maternal sister to Hottie "Caramba Rothes Jane" was also sold in the auction at 2600 euros to the Rowanberry herd.

All of the lots were detailed with pedigree data, photographs and video to show a full illustration to potential buyers. The forum was opened up at the beginning of April for interested parties to register, after which time they could place a bid on lots of their choice. The online sale was "open for business" for four weeks.

Prices soared to 4000 euros paid for the exciting yearling prospect "Lakefield Jane". There was great interest in this daughter of Mogeely Yale, with the successful bidder being Libby Clarke, Springfield Farm, Lurgan.

Attracting a bid of 3800 euros was a recipient carrying a heifer calf by HC Free Spirit and out of the multi award winning Caramba Rothes Hottie. This lot was secured by M/S Park, Baird and Hamilton for their recently formed Charlesbury herd based in Wiltshire.

Topping the yearling bull trade at 3100 euros was "Caramba Beefeater Jim" who now joins the noted Bushypark herd of John & Mary Keane, Ennis. The sire of this highly regarded lot is Podehole Beefeater, and he is out of a top performing Upsall bred cow.

A Canadian embryo daughter of Waukaru Gold Mine 2109 out of the noted brood cow Crooked Post Spice 31K, sold for 3000 euros. "Caramba Crooked Post 0147 is an all red easy fleshing heifer, selected by Libby Clarke who was sourcing new bloodlines to add to her Maralin herd founded in 1994.



Lot 3: Young bulls also sold well reaching 3100 euros paid by John & Mary Keane, Bushypark for the Podehole Edward son "Caramba Beefeater Jim".

Millie Hendy purchased one lot for her new Millsfield herd, Bristol at 2700 euros. "Clounmaccon Diana" is an interesting mix of bloodlines with full Irish breeding on the dams side, blended with Canadian genetics through the sire Ballyart Lucky ET.

Registering a final bid of 2600 euros was a maternal sister to the All Ireland Champion Caramba Rothas Hotties. The successful purchasers were Francis and Shane Brigdale, Rowanberry Shorthorns, Co Clare.

Buyers were able to select stock from sires that are not readily available in Ireland & the UK. The first daughter of Carrarock Chalkie to be offered for sale was snapped up by Owen Burns, Wales. In addition the first European progeny of the Canadian Reserve Champion HC Free Spirit 6Y now join the herds of Neville Leary, Co Fermanagh and John Woods, Co Meath.



Lot 10: "Caramba Crooked Post 0147" realised a final bid of 3000 euros paid by Libby Clarke, Maralin herd.

The diverse location of buyers highlights how www.pedigreesales.co.uk can really work in terms of opening up a wider market for sellers. The Caramba sale saw over 70% of their catalogued lots meeting or in many cases exceeding their reserve price. Six lots were purchased for export with both long established and newly formed herds keen to do business.

Whilst the sales concept was initially created by Tommy Staunton for marketing his own cattle, he has observed that this is an ideal platform for pedigree and commercial breeders to utilise. He is offering the first 15 Pedigree auction sales on the website totally free of charge. This includes a full listing of your sale lots to include video, photos, marketing support and much more. For details visit the website register your interest or contact **Pedigree Sales** on UK free phone **0333 305 2128** or Ireland **01 969 7864**



Lot 14: "Clounmaccon Diana" sold at 2700 euros to Millie Hendy, Bristol.