



# Irish Shorthorn Society

Beef Shorthorn

## NEWSLETTER

Issue 7  
July 2023



The phonenumber is busy at peak times.

If you need to reach the office and can't get an immediate answer, please email and Joanne will respond as soon as possible.

Alternatively you can contact the President on 087 134 6835

Reminder: Please ensure that your membership is up to date. Give Joanne a call in the office if you want to check if you have paid, or to set up a Direct Debit for reduced rate membership. Unpaid members cannot partake in All-Ireland show classes or Society sales.

### Council 2023

The Irish Shorthorn Society would like to introduce our council members and executive committee for 2023. We would also like to thank all of the outgoing executive and council members for their contributions in 2022. Introducing this years council:

**President:**

Tommy Shryane  
Roskey, Co. Roscommon

**Vice President:**

Amelda Middleton Leonard  
Moate, Co. Westmeath

**Treasurer:**

Jude Benson - newly elected council member.  
Ballymote, Co. Sligo

**P.R.O:**

Áine O'Donovan - newly elected council member.  
Dunmanway, Co. Cork

Padraig Flanagan, Co. Roscommon

James Muldowney, Co. Laois

Anthony Mc Namara, Co. Clare

Noel Bohan, Co. Leitrim

Tony Roper, Co. Mayo

### Office Opening Hours

Office hours are Monday to Friday, 9.00am to 5.00pm. The phone is often busy but leave a voicemail if you can't get through. Alternatively, send a WhatsApp or text to (086)0461442 or an email [secretary@irishshorthorn.com](mailto:secretary@irishshorthorn.com). Please call in advance if you wish to call into the office in Athlone, as Joanne may be working out of the office.

Irish Shorthorn Society Ltd.

Unit 13, Business Development Centre, Parnell Square, Athlone,  
Co. Westmeath

Mobile: 086 046 1442

Email: [secretary@irishshorthorn.com](mailto:secretary@irishshorthorn.com)

[www.irishshorthorn.com](http://www.irishshorthorn.com)



Please remember to register show and sale cattle early to avoid disappointment while waiting on DNA results. All cattle must have a TH Status stamped on their Certificates for ALL sales.

Registrations should be submitted to the office by post or online where possible; this ensures accuracy and speeds up processing time.

Please ensure correct payment is included.

Alternatively, payments can be made by card over the phone, online banking or by cheque payable to the Irish Shorthorn Society.

No work can be processed without correct payment.

Please note: The Society website will be updated this year. During this time the website will not be accessible.

We thank you for your patience and understanding.

The online Herdbook link on our website is back up and running.

## New Breed Secretary

We welcome our new Breed Secretary, Joanne Bowers from Co. Westmeath. Joanne began her role with the Irish Shorthorn Society in March 2023.

Joanne lives with her husband and three children on Shrubbywood Farm located near Multyfarnham in Co. Westmeath. She is no stranger to the nuances of pedigree breeding and has a background in both education and agriculture. Having begun her college career studying Agriculture in UCD, she then went on to attain a B. Ed. Degree, certificate in Management and Leadership, Advanced Diploma in Executive Coaching and a Masters in Comparative Literature. Joanne worked with the Department of Education for 20 years before leaving it to pursue her interests in both adolescent counselling and agriculture. She is looking forward to helping breeders move the Shorthorn breed forward and working for you all in her new role.

## Sires 2023

We are delighted to inform you that there are some new bulls in the AI stations for the 2023 breeding season:

**Beef:**

- Glann Jenson - Bova AI (sexed)
- Craigfaddock Parnassus - Eurogene
- Crooked Post Compass 30J - Bull Bank

**Dairy:**

- Kuszmar Mercury Stargazer - Progressive Genetics
- Ballytrain Braveheart - Dovea

## Society Bulls

- Crooked Post Drover (SH5016)

A super sire from Canada who continues to produce top quality progeny. He is 5 star replacement, terminal and dairy beef as well as very easy calving on beef cows. Very few straws left so order now to avoid disappointment.

- Abelsminde Jelzin (S3794)

An exciting sire from Denmark, he tops the Danish league table on figures. His progeny have both growth and power and his daughters are proving to be exceptional. Supplies are limited.

*Society straws can be ordered through the Society office at a cost of €45 per straw.*

## Breed Journal

We hope to have a new breed journal available for Spring 2024. If you would like to feature your herd in this journal please get in touch with council. We welcome all new ideas! If you have any content or you'd like to advertise in our next edition please send your email to:  
shorthornjournal23@gmail.com



The Irish Shorthorn Society are again grateful to ZURICH Insurance for their continued support & sponsorship in 2023.

To all our members, we ask that you once again consider ZURICH for all your farming insurance requirements.

There is no obligation to commit, all ZURICH asks of our membership is the opportunity to quote for your business.

For more information contact: Kevin Mc Donagh at Charles P Scanlon Insurance Brokers Telephone: 071 918 5770



Find us on social media:



Irish Shorthorn



@irishshorthornsociety

## Breed-a-Roan

This year the Society ran the 'Breed-a-Roan' scheme which was a huge success. The Society offered a number of free AI straws to both beef and dairy farmers. This campaign was primarily aimed at non-pedigree breeders in an effort to encourage as many farmers as possible to try out the Shorthorn breed as an option. Our aim is that in future, this will help increase our market share and benefit pedigree breeders as a result. Successful applicants could choose from the following bulls:

- Doon Giorgio SH2360
- Doon Jupiter SH4929
- Doon Jeremiah SH4932
- Glann Jenson SH9367
- Craigfaddock Parnasuss SH8703

The demand for these straws was incredibly high and all straws were booked within 72 hours of being offered.

This scheme was picked up by a number of media outlets. It featured on The Farmer's Journal, Agriland, and That's Farming.

Our Secretary Joanne, and Vice President Amelda, spoke on radio to MJ from "Country Life with MJ Cleary". They spoke about the scheme and highlighted the many benefits of including shorthorn genetics in both beef and dairy herds.

We would encourage all participants to make themselves aware of the criteria for this scheme. Straws must be used in the 2023 breeding season and feedback is required when calves are on the ground.

We look forward to the feedback from participants next year when we have Shorthorn calves on the ground as a result of this initiative.

Thank you for participating and best of luck to all breeders!

## National Titles 2023:

Please note that there will be ***NO*** National Show held by the Society for 2023. All the national titles are returning to the shows nationwide.



Merchandise for Sale!

There is newly designed Society merchandise available to purchase on the Farm Wardrobe website. Get yours now at:

Phone: 044 9664 755

Web: [www.farm-wardrobe.com](http://www.farm-wardrobe.com)



### ICBF National Genotyping Programme:

Applications are now open for the ICBF National Genotyping Programme. The National Genotyping Programme is a collaborative initiative enabling Ireland to take the first step in achieving a fully genotyped national herd. The programme has been developed based on a cost-sharing model between the Department of Agriculture, Food & The Marine, the beef & dairy industry & participating farmers.

#### The main benefits:

- Parent Verification
- Cost
- Labour Saving
- Higher Reliability  
EBI/Eurostar Figures
- Traceability

## 2023 National Show Dates

All Ireland 2 year old Heifer class - Mullingar Show, Sunday 9th of July

All Ireland Young Handlers - Tullamore Show Sunday, 13th of August

All Ireland Cow and Calf Judged as a Pair - Tullamore Show, Sunday 13th of August

All Ireland Senior Bull - Tullamore Show, Sunday 13th of August

All Ireland Junior Bull - Mohill Show, Sunday 20th August

All Ireland Yearling Heifer - Limerick Show, Sunday 27th August

All Ireland Calf Classes - Strokestown Show, Saturday 9th September  
Also at Strokestown - Premium Beef Bull Championship run by the Shorthorn Marketing Company.

## Sales Dates

### NEW SALE!

Macroom Mart Co. Cork P12 R285 - Saturday 30th September

SH & SHX Cattle

*We encourage support from breeders all over the country for this new sale location and look forward to seeing you all there!*

Shannonside Shorthorn Breeders Club

Ennis Mart Co. Clare V95 APF2- Saturday 7th October

Moyside and Croghan Shorthorn Breeders Club

Elphin Mart Co. Roscommon F45 W672 - Saturday 21st October

Mount Leinster Shorthorn Breeders Club

Blessington Mart Co. Wicklow W91 Y667 - Monday 30th October

Irish Shorthorn Society Premier Sale

Roscommon Mart Co. Roscommon F42 CH61 - Saturday 18th November

## TH & Myostatin Testing

All animals entering the society Premier Sale on 18th November 2023 MUST be TH TESTED and have their myostatin status. This is a requirement for both male and female animals throughout all age categories.



**New Rule for 2024, the Irish Shorthorn Society will require ALL Male & Female calves to be genotyped before registration.**

## Dairy Herdbook

Work is currently ongoing behind the scenes in collaboration with ICBF to set up a separate Dairy Herdbook with the MS (Milking Shorthorn) breed identifier to be put in use across the board. This should reduce any present registration difficulties for dairy breeders. Currently a new Dairy Breeding Programme is being drafted with the DAFM to align breeding goals and aspirations for MS going forward. Joanne and the Council would love to hear any thoughts and comments from our dairy members in relation to this. Please send a text or an email to Joanne on this topic.

## Traditional Shorthorn

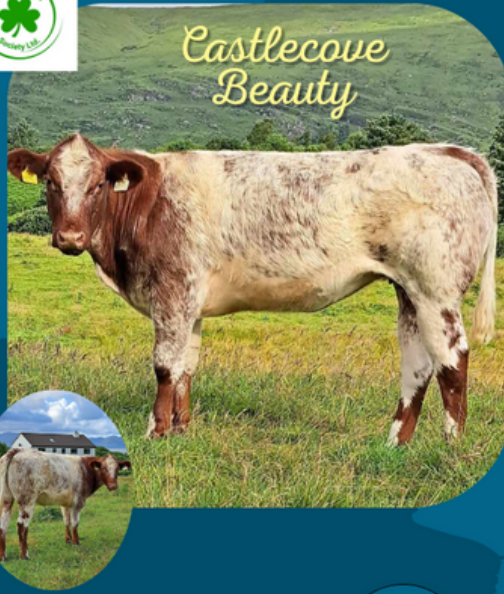
We would love to hear from breeders with traditional Shorthorns in their herds. Send us some pics, tell us your thoughts on them compared to standard beef shorthorns and what you feel their merits are. We would love to compile a more detailed archive of the traditional animals currently in the country and we'd love to hear what you'd like to see happen with traditional breeding going forward. Drop Joanne an email or a letter with your thoughts to the Society address.

## YDP

Moyside and Croghan clubs collaborated on a very successful YDP event at the end of June. Guest speakers included Niall Kilraine from ICBF and local Vet John Gilmore. Young people were shown how to make a halter, how to wash, dry and clip an animal for showing. All youths in attendance then had an opportunity to lead an animal around the showring, learning what to watch for when the animals are being judged and how to encourage animals to stand and pose correctly for judging. It is hoped that more of these events will be held around the country later in the year. Thank you to all who attended and helped out on the night.

## Bluecard Error

It has come to our attention that some animals in both Beef (SH) and Dairy (MS) are being identified wrong on their blue cards. This is an issue for your local DVO, however Joanne would like to work with you on these amendments and so the more that are drawn to her attention then the more she can help. Please check the breed mentioned on your bluecard when you receive it after registration and get in touch with your local DVO for error correction.



## WIN THIS HEIFER

*Pedigree Registered  
Shorthorn Heifer*



**1st Prize -  
Castlecove Beauty**



**2nd Prize - €250**



**3rd Prize - Society  
Merchandise**

*Draw Takes Place:  
Saturday 18th November at  
the Society Premier Sale*

**1 Ticket  
€5**

**Half Card  
€25**

**Full Card  
€40**

Tickets can be purchased from the Irish Shorthorn Society Office: 0860461442



## Irish Shorthorn Premium Beef Bull Championship 2023

*Sponsored by the Shorthorn Marketing  
Company Ltd.*

**Strokestown Show - 9th  
September 2023**

**Eligibility Requirements:**  
Animals must be -

- Born after 1st January 2022
- Pedigree Registered (copy of cert required or confirmation from Irish Shorthorn Society)
- Exhibitor Bred
- 4 or 5 Stars (within or across for Replacement or Terminal or DBI)
- OR
- 4 or 5 stars (within or across for Carcass or Conformation)
- Minimum Terminal Beef Euro Value of €35

Prize Money Circa €1000

1st - €300, 2nd- €180, 3rd - €100, 4th - €75, 5th - €60, 6th - €50, 7th - €50, 8th - €30, 9th - €30.  
All remaining to receive €30 to the end of line.