



Irish Shorthorn Society Ltd. Newsletter:

MARCH 2026

Dear Member,

We are pleased to share our first newsletter of 2026 and would like to take this opportunity to wish you all the very best for the year ahead.

Thank you to everyone who contributed in any way throughout 2025, whether by serving on council, volunteering at events, or proudly flying the flag for our breed at shows and sales. Your ongoing support and dedication are truly appreciated. Thanks to your efforts, 2025 was another successful year for our breed, and we look forward to building on that success together in the year ahead.

Membership: Please note that your annual membership is now due for renewal. Please contact the office to make payment. Thank you.

Fees: All 2026 fees are available on the society website.

Late fees will continue to be applied, and we kindly ask breeders to submit registrations on time to take advantage of discounted rates and to avoid late fees. Thank you for your cooperation and continued support.

Annual General Meeting:

The Irish Shorthorn Society AGM will take place on **Saturday, 28th March 2026 at Tullamore Court Hotel**, R35 D406. Time: **3PM**.

Attendance is encourage.

Old Semen Reminder (DNA & Genotype):

All AI bulls used within the breed must be DNA tested. For breeders intending to use older Shorthorn semen, please ensure the bull has been genotyped or microsatellite tested prior to use, so that progeny can be sire verified. For any queries, please contact the office.

***Irish Shorthorn Society Ltd.
Unit 13, Business Development Centre, Parnell Square, Athlone.
Co. Westmeath
Phone: 086-0461442
Email: secretary@irishshorthorn.com
www.irishshorthorn.com***

Premier Sale 2025:

The Irish Shorthorn Society Premier Show and Sale took place in Carrick-on-Shannon on 8th November where record returns were once again achieved. Top prices reached €7,100, marking another significant milestone for the Society and setting a new record for bull prices.

A full report can be found on the Irish Shorthorn Society website under 'News'. Below are the top prices from each category:

- **In Calf Heifer:** Lavally Jenny - **€6300**. Owner: John Mullooly, Co. Roscommon
- **Maiden Heifer:** Tintrim Georgia - **€6100**. Owner: Marie & Anthony McNamara, Co. Clare
- **Bull:** Rockville Ramsey - **€7100**. Owner: Anthony Dockery, Co. Roscommon
- **Weanling Heifer:** Listigue Della - **€4200**. Owner: Joe & James Cunney, Co. Sligo

Show Results:

- **Champion Male:** Creevolan Adrian - Property of John McDermott & family
- *Reserve Champion Male:* Rockville Ramsey - Property of Anthony Dockery
- *Champion Female:* Glannview Zenith - Property of Adrian Flatley
- *Reserve Champion Female:* Ballinlig Dandoline - Property of Middleton Leonard Family
- *Junior Female Champion:* Ballinlig Dandoline - Property of Middleton Leonard Family
- *Reserve Junior Champion Female:* Lismacool Astrid - Property of Pdraig Flanagan

Special thanks to our judges, Martin and Carmel Kelly; our auctioneer, Cian Connolly; our photographer, Chloe Goggins and our Facebook livestream host, Emma Walsh.

We would like to extend our appreciation to our host venue, the Midland & Western Livestock Improvement Society. Special thanks to the Midland & Western Livestock Improvement Society Committee, the McGowan Family, and the entire team for the use of your excellent facilities and for your assistance throughout the sale.

We also wish to thank Tom Humphreys and Richard O'Beirne for their services. A further special thanks to our safety steward, Adrian Dockery, for ensuring everyone's safety. We are deeply grateful to our generous sponsors; Greenvale Animal Feeds, Eurogene, Munster Bovine, StockHealth, AIB, and Canal Stores Ballinamore, for their continued support. Thank you also to Greenvale and Natural Nutrition for attending on the day. Finally, sincere thanks to the Irish Shorthorn Society Council, Breed Secretary Shauna Mulhall, Office Administrator Ciara Kelleghan Flynn, and all volunteers who assisted throughout the event, including members of The Croghan Shorthorn Breeders Club who kindly helped set up the venue. *Go raibh míle maith agaibh!*

New Beef Shorthorn Bulls in AI:

Vale Meadows Flossy Cavalier P (SH2921): Bullbank Ai

- Male champion at the Highland show and has bred bulls to 12k at Stirling
- Myostatin Free
- €35/straw
- Contact Seamus Nagle: 086 3227046

Fearn Strauss: Eurogene Ai

- Awesome phenotype, with power, length, muscle and locomotion
- Carries one copy of Myostatin E226X
- Heterozygous polled on the Friesian gene and horned on the Celtic gene
- Fearn Strauss is **currently SCEP eligible of his terminal index only**
- **ICBF evaluations to update on 24/03/2026 *(figures may change)**
- Contact Eurogene: 052 744 2940

2026 Sire Directory:

Our 2026 Beef Sire Directory is available to view on the society website. It is very user friendly and consists of photos of a number of bulls in AI. Simply click on each bull's photo to bring you directly to their ICBF page to view their current figures. We will continue to update this page and make changes as deemed necessary.

To view this sire directory on your phone, just scan the QR code. Enjoy!



Special Achievements:

Congratulations to the Kelly Family of Ricketstown Herd, Co. Carlow on hosting their first online production sale in September 2025. The sale was a tremendous success, achieving a full clearance with an impressive average price of €5,007. Topping the sale was Ricketstown Mayflower Tilly, who sold for a superb price of €8,300. Congratulations to everyone involved at Ricketstown on this outstanding achievement.

Congratulations to the Salter Family of Castlehaven Shorthorns, Co. Cork who were awarded 'West Cork Farming Family of the Year' in October 2025. Well done to you all!

Social Media Policy:

As our social media continues to grow in followers, we would like to make members aware of our social media advertising rules for the year ahead.

1. Pure bred animals without pedigree registration will not be advertised.
2. Pedigree registered animals may only be advertised on behalf of fully paid up members.
3. Breeders wishing to advertise commercial cattle must provide proof that the animals are SHX.
4. Responsibility rests with the breeder to contact the Society by text or email to arrange the advertising of animals on facebook.

Gene Ireland:

Driney Nice Guy (SH2555) has been selected for the Gene Ireland Suckler Beef Programme Autumn Replacement Panel 2025.

The Gene Ireland Programme aims to identify and progeny test top young high-index bulls for the Irish suckler herd.

Straws available from ICBF at **€8** each (minimum 10 straws per herd).

Dates For Your Diary:

The Croghan Shorthorn Breeders Club Show & Sale - In conjunction with the Midland & Western Livestock Improvement Society:

- Saturday, 4th April 2026, The Showgrounds, Carrick-on-Shannon

Moyside / Croghan Shorthorn Breeders Clubs Spring Sale:

- Monday, 13th April 2026, Elphin Mart, Co. Roscommon