

BEEF SHORTHORNS BREED BETTER BEEF

Acknowledged as the most improved Beef Breed which has done most to improve it's type of cattle presented at pedigree sales. Beef Shorthorns are ideal mothering cows being milky, fertile, docile and long lived, as well as hardy. They put more into their calf per kilo of cow weight than many larger breeds whose maintenance is obviously much greater.

They are ideal for crossing either with other native breeds, for producing suckler cows or with continentals for the finisher.

The Beef Shorthorn of today is taller and cleaner fleshed to meet modern requirements and is still -

THE GREAT IMPROVER

The Shorthorn Breed is one of the oldest in the world, with breeding going back almost 200 years. The breed has played a major part in the development of the cattle industry throughout the world. In the great beef producing countries, Australia and Argentina, Shorthorns are numbered in millions.

In recent years much has been done to adapt the breed to meet modern requirements. The time has come to let it be known that in the UK,

Shorthorn cattle are available to meet the needs of the discriminating commercial producer of beef. There is no doubt they are needed. We are all conscious that many suckler herds consist of cows of uncertain breeding and background. Visiting overseas Cattlemen have remarked with dismay on the deterioration in the type of our commercial beef herds.

The Shorthorn, properly used, can do a great deal to put this right; either by the introduction of Shorthorn or first-cross Shorthorn females, or by the use of a Shorthorn bull to provide replacements.

Thanks to the efforts of a number of devoted breeders in recent years, it can fairly be claimed that the Shorthorn has regained the right to the title of "The Great Improver". Employed in the correct way the Shorthorn bull will generally justify this description.

While cattle are wanted that are hardy and can stay outside all winter; that calve regularly and easily over many years; that rear a calf under difficult conditions; and that thrive on a simple diet without expensive cereals - then the Shorthorn is indispensable.

APPLICATION FOR MEMBERSHIP

BEEF SHORTHORN CATTLE SOCIETY

Name:
(block letters please)

Full Postal Address:.....
.....
.....

County: Tel.No:

do hereby make application for Membership of the Beef Shorthorn Cattle Society.

Full Membership (Registering Cattle) €48.00

Associate Membership €24.00

HERD PREFIX

MEMBERSHIP ENTITLES YOU TO THE EXCLUSIVE USE OF A HERD PREFIX

This is required when registering in Coates Herd Book. Please state two choices

1st 2nd.....

Prefix registration fee €24.00

The reservation of this Prefix is subject to the Society Council

Ministry Herd No.....

Date: Signature:

Application to be accompanied by appropriate fees

BEEF SHORTHORNS BREED BETTER BEEF

