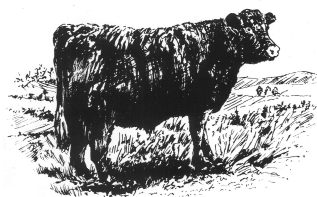


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PRESS RELEASE

New Health Initiative launched at Luing Open Day

The Luing Cattle Society have revealed their latest tactic to ensure they continue to lead the way in the drive to produce healthy, efficient and profitable cattle for the beef industry.

The initiative, announced at the Society's Open Day hosted by Charles & Mary Symons at Attonburn in the Cheviot Hills, will ensure that only cattle from herds which are members of an accredited cattle health scheme are accepted for entry to the Society's Premier Sale in Castle Douglas next February.

Speaking at the Open Day, Society Chairman Matthew Mauchlen said, "Luing cattle have a deserved reputation for having led the way in health initiatives over recent years. We were the first Society to hold a BVD-safe sale in 2008 when all cattle had to be tested and vaccinated before the Premier Sale. This new initiative will ensure that all cattle at next year's Premier sale will have come from herds which are members of one of the recognised cattle health schemes and are actively testing. Here at Attonburn, the cattle are already accredited free of BVD and two years qualified free of Johne's. When you consider that Charles and Mary Symons are seeing physical results such as a weaning percentage of 97%, compared against the Scottish average of 88%, then you quickly realise the benefits of having a good base level of health in your herd."

Cattle health was a major feature of the Society's Open Day attended by 280 people on Saturday in fine weather in the Cheviot Hills. Visitors enjoyed a farm tour featuring talks on the Attonburn Luings by Charles Symons (pictured), George Caldow of SAC Vet Services in St Boswells and SAC Beef Specialist Gavin Hill. Several live demonstrations were also available for visitors to take in on the day including semen testing, seam butchery techniques and the Society's unique Dam Classification System.

Ends

Notes to editors:

- The Open Day was opened by NFUS President Jim McLaren and sponsored by sixteen companies and organisations in all (C.M. Varley Ltd, United Auctions, John Swans Ltd., Borders Livestock Exchange, Wallets Mart, QMS, Merlin Veterinary Group, Frank Gibson ATV, W.M. Dodds, Tagmaster, Borthwick Burn, Roxburghe Estate, Valley Transport, Glendale Engineering, Hexham & Northern Marts and SAC.
- The Society's Premier Sale takes place on Friday 5th February 2010 at Wallet's Mart, Castle Douglas.
- The Open Day also saw the launch of the Society's new website at www.luingcattlesociety.co.uk