



Your ref:  
Our ref: JD  
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7<sup>th</sup> January 2021

Dear British Blue Breeder

**SALE OF PEDIGREE BRITISH BLUE CATTLE - "BLUE GENES" SATURDAY 6<sup>TH</sup> MARCH 2021**

Further to the success of the sale of 1<sup>st</sup> "Blue Genes" sale of Pedigree & Commercial British Blue cattle at Shrewsbury, which resulted in a near 100% clearance we are delighted to be holding the sale in 2021 and enclose herewith the schedules and entry forms.

2020 has been a challenging year for all, but out of adversity comes opportunity and this year it has seen great development in online cattle Marketing. At Halls we have invested in the Marteye system and we are pleased to be able to bring this sale to a national & international audience for bidding via livestream but also still images which can be emailed to [market@hallsgb.com](mailto:market@hallsgb.com) in advance of the sale.

I very much hope you will be able to support the Blue Genes Sale in 2021 and we look forward to receiving your entries and seeing posts on social media with the #Bluegenes2021 @hallslivestockandmachinerysales.

If you have any queries please do not hesitate to contact me.

With best regards.

Yours Sincerely

*Jonny*

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