

CHARACTERISTICS OF THE 'BRITISH BLUE'

**1982 – 2013~ 31 years of
Quality Stockmanship and
Development**



MacG
OCT 12

- Belgium breeders imported top Durham Shorthorn cattle from England from 1850 to improve native breed in the Ardennes
- **By 1930 beef type was beginning to show and by 1960 the distinct meat animal seen today had begun to emerge**
- The breed today is a specialist beef/meat producer of large size, prominent double muscling, sloping rump, hidden hips, a straight back and strong fine legs
- **First importation into the UK 1982**
- Pedigree population in 2012 approximately 46,884 animals
- **At the last count approaching 45% of the UK's dairy beef inseminations are by 'British Blue' bulls**
- 180,000 calves are sired by a British Blue every year - BCMS Statistics
- British Blue the 5th most popular UK Beef Sire
- In 2007 saw the British Herd Book being promoted, here and overseas as "British Blues."

The British Blue – Setting the Carcase Standard

For a High 'Killing Out' %	Second to None
For a 'Boning Out %'	Second to None
For a Yield of Saleable Meat	Second to None
Fine Meat Fibres = Tenderness	Second to None

THE BRITISH BLUE – RENOWNED FOR:-

- Low Birth Weight
- A Short Gestation
- 'Easy Calving' blood lines
- A Quiet Temperament
- Producing a Quality Dairy Bred Carcase
- Highly Sought after Dairy Bred Heifers
- Premium Calf, Store and Cull Prices

SUCCESS WHERE IT MATTERS IN 2012

Champion Carcase, Sired by a 'Blue' at-
St. Merryn Carcase Competitions
English Winter Fair

**The British Blue for a Carcase Yield others Seek but
Seldom Match**