

JULY 2023

For this year's sales, ewe lambs must be tagged with a yellow electronic tag in the left ear and a

ORANGE

coloured tag in the right ear

2023 SALE DATES

WELSHPOOL

Wednesday 13th September
(Ewes)

Thursday 14th September
(Ewe Lambs)

Thursday 12th October
(Ewes and Ewe Lambs)

HEREFORD

Friday 15th September
(Ewes and Ewe Lambs)

Tuesday 17th October
(Ewes and Ewe Lambs)

RUTHIN

Saturday 16th September
(Ewes and Ewe Lambs)

WELSH MULES SHEEP BREEDERS ASSOCIATION NEWSLETTER

Welsh Mule Sheep Breeders Association Ltd; Gorseland, North Road, Aberystwyth, Ceredigion SY23 2WB
Phone: 01970 636688 • E-mail: info@welshmules.co.uk • Website: www.welshmules.co.uk

SALE ENTRIES & SOCIAL MEDIA



We would be grateful if members could ensure that they choose the correct sale entry form to complete when entering sheep for sale.

We are happy to share photos / videos of your sale entries on the Association Social Media Platforms.

Please send your content by messaging the information to the relevant Social Media account prior to the sale.

Thank You.



New Conditions on the Conditions of Sale Entry 2023

Please note that there are 2 additional Rules within the Conditions of Sale Entry:

Condition 6. Members can only put forward 1 consignment per Flock / CPH number. If the consignment is 400 or more then the member can split the consignment equally 50/50. Any vendor found breaking this rule will be placed at the end of the sale.

Condition 10. Members who enter sheep for the Sales and do not present them will be charged £2 per ewe and £2 per ewe lamb (payable to the Association) unless a valid vet certificate is presented to the Association's Executive Committee. The Auctioneers must also be notified in writing at least twenty-four hours prior to the sale date so that an inspection may be made. Any member fails to confirm with this rule will be placed at the end of the sale the following year.

2023 Sale Draw:

The draw for the association's September 2023 sales will be conducted at:

6.30pm on Wednesday 2nd August 2023 at the offices of Welshpool Livestock Sales, Buttington, Welshpool

prior to the meeting of the executive committee of the association.

EWE LAMB COMPETITION

Please submit your entries for the ewe lamb competitions to the association's auctioneers by 9.00am on the day of sale.

There will be two classes of competition as usual, one for white-faced ewe lambs, the other for coloured-faced ones. The champion will be selected from the winners of the two classes.

Closing dates for return of sale entry forms:

**September Sales
Monday, 31st July**

**October Sales
Monday, 18th September**

Wool Update by Gareth Jones, Head of Member Communications, British Wool

More consumers and manufacturers than ever are hearing the positive messages of buying British wool products.

With a social media following of more than 100,000, alongside a range of new and ongoing projects, farmer-led British Wool has made great strides in generating more demand for this ‘incredible natural resource’.

Over the past year we’ve seen an increased number of end brands as part of the British Wool Licensee Scheme, including clothing manufacturer Fred Perry, premium mattress manufacturer Harrison Spinks, bedding specialists the Woolroom as well as seeing the creation of a traceability scheme and widespread promotions during Wool Month.

British Wool’s work involves driving sustainable demand by making sure consumers are aware of the benefits of buying British, while also strengthening links with processors and manufacturers.

Sustainability is becoming more important to consumers who are increasingly looking for products with strong environmental credentials as well as high quality and welfare attributes.

We know that British wool ticks all those boxes. The growth of the licensing scheme and success of our online shop indicates that these key messages are reaching consumers.

Wool Month, a promotional initiative as part of the Campaign for Wool raises consumer awareness of the benefits and sustainability of wool products.

A series of events took place including the hosting of press briefings, the launching of new products and retail activity to spread the wool message to consumers. Two of British Wool’s largest licensees Woolroom and Harris Tweed targeted the mainstream press and saw celebrity endorsement too.

British Wool also used Wool Month to launch its ‘What on Earth are you wearing?’ campaign.

The idea came from consumer research that British Wool had commissioned which explored the buying habits of consumers. The campaign highlighted the perils of fast fashion and how British wool garments can be one of the solutions to this highly publicised issue.

Finally, I wish you all a successful shearing season and the very best of luck to those of



Contact us on 01274 688666
Email us: mail@britishwool.org.uk

you who are competing at the shows. British Wool also looks forward to supporting the World Shearing & Wool Handling Championships in Edinburgh during June and wish all the competing nations the best of luck in what will be an excellent opportunity to showcase our sector on the global stage.

I look forward to catching up with some of you at the shows over the coming months.

Welsh Mules sales prices for the last two years

		2022		2021	
WELSHPOOL		Nos	Av Price	Nos	Av Price
September:	Yearlings	5125	186.64	5013	191.50
	Ewe lambs	7199	134.00	8173	137.80
October:	Yearlings	1025	137.21	237	184.67
	Ewe lambs	5050	102.50	6097	121.49
HEREFORD					
September:	Yearlings	2423	188.88	2633	204.81
	Ewe lambs	7091	131.08	7515	142.11
October:	Yearlings	1085	146.93	141	167.01
	Ewe lambs	4558	103.78	5257	120.37
RUTHIN					
	Yearlings	2682	133.31	2318	161.40
	Ewe lambs	2839	101.87	2849	112.62

YOUR CONTACTS WITH THE WELSH MULES

The association’s Field Officer, Will Jones has many roles to play from promoting the Welsh Mules at shows and events to following up queries after sales. He is on hand to help both vendors and buyers and can be contacted on 07854 600667

The association’s official auctioneers can be contacted at:

For the Welshpool sale:

Welshpool Livestock Sales, Buttington Cross, Welshpool, SY21 8SR.
01938 553438

For the Hereford sale:

Builth Market Auctioneers, Market Office, The Smithfield, Builth Wells, LD2 3ED. 01982 553228

For the Ruthin sale:

Vale of Clwyd Livestock Market, Plas Glastir, Ruthin LL15 1PB.
01824 702025

Jones Peckover, 1 The Roe, St Asaph. 01745 583260



Welsh Mule Sheep Breeders Association Ltd



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