



WELSH MULE SHEEP BREEDERS ASSOCIATION NEWSLETTER



JULY 2024

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

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

WHITE

coloured tag in the right ear.

CLOSING DATES FOR RETURN OF SALE ENTRY FORMS:

September Sales
29th July

October Sales
16th September

SALE ENTRIES

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

2024 Sale Draw:

The draw for the association's September 2024 sales will be conducted at:

6.30pm on Wednesday 7th August 2024 at the offices of Welshpool Livestock Sales, Buttington, Welshpool prior to the meeting of the executive committee of the association

New Association Field Officer – Holly Page

We're pleased to announce that Holly Page, Sidnal Farm, Chirbury, Montgomery has been appointed as our new Field Officer.

Holly currently works as an Animal Health Specialist covering Mid/North Wales and Shropshire borders.

Holly's family run a mixed beef and sheep farm, with Welsh Mules playing a vital role in the business. The majority of their lambing flock are Welsh Mules and they buy Ewe Lambs and sell them as Yearling Ewes.

Holly says: 'I have been lucky enough to experience firsthand the advantages of this breed in terms of producing breeding stock and rearing lambs for fat lamb production and feel very passionate about promoting the qualities that they possess.'

She has an active role within young farmers being Vice-Chair and Secretary of Club and current Montgomeryshire Stock Person of the year. Last year she was part of the Royal Welsh Society's Leadership Program where she learned a lot about the industry and the sustainability of food production in the future.

Holly states: 'I am very grateful for the experiences I have had within the agricultural sector so far and look forward to using the skills I've learnt within the Field Officer Role.'

I'm sure all association members will be willing to give her every support. Holly can be contacted on:

Tel: **07582 629423**

Email: **hollypage1111@gmail.com**



EWELAMB 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. The champion will be selected from the winners of the two classes.

British Wool update from Gareth Jones, Head of Member Engagement

As a farmer organisation, British Wool is committed to supporting the UK agricultural and shearing industry. In 2023 we had more than 850 attendees on our shearing and wool handling courses and this year hoping we will see even more participants.

In 2023, we were delighted to support the World Shearing & Wool Handling Championships in Edinburgh. This event was a fantastic showcase for the industry and British Wool was proud to be a mainline sponsor. Congratulations to all those who competed and a special mention to our World Champions; Gwion Evans – Machine Shearing World Champion, Rosie Keenan – Wool Handling World Champion, Gwion Evans & Richard Jones, Team Machine Shearing World Champions and Ffion Jones & Sarah-Jane Rees – Team Wool Handling World Champions.

We are running well over 100 courses this year across the UK. Training will be provided to beginners who may never have even handled sheep before all the way through to advanced shearers looking to refine their technique.

At British Wool, we want to support young farmers to take up shearing. This year any member of a Young Farmers Club was eligible for a 50% discount on course fees. This applies to beginner, intermediate and advanced courses. Supporting the next generation is key to a strong and thriving industry.

Demand for British Wool is strengthening. We've seen significant growth in the number of licensees over the last year. At the time of writing, we have 153 brands and manufacturers specifying British Wool for their products.



**Together we're growing
something special**

Most of the wool we sell on behalf of our members is processed in the UK, with smaller amounts being processed in Europe and China. The team is working with brands to underpin demand and differentiate our wool from the global commodity market.

The provenance of British Wool is becoming more important and represents an opportunity to increase its value for members. Brands and consumers increasingly care about Ethics, Sustainability and Quality when it comes to sourcing their products. These attributes play to British Wool's strengths; we have high welfare and environmental standards in the UK and our grading system ensures that we are selling a

high-quality product into the market.

Our marketing success has also been underpinned by the introduction of traceability. All the wool we sell is now traceable back to farm and we have more than a dozen brands paying a premium for this service which is creating additional demand and supporting the returns for British Wool members.

We are also working to build consumer awareness for wool in general and British wool in particular by supporting organisations such as the Campaign for Wool and the International Wool Textile Organisation in taking these messages to a global audience. We have a great product and need to fight back against the synthetic fibre industry.

May I wish those of you exhibiting at any shows this year the very best of luck. Many thanks for your continued support for British Wool.

To find out more call us on 01274 688666 or visit our website at britishwool.org.uk

NSA Sheep Event Malvern – Welsh Mules Stand

Come and see us at the NSA Sheep Event 2024. We are at Stand no.9

Date: 30th July 2024 @ 9am

Location: Three Counties Showground, Malvern, Worcestershire, WR13 6NW



NSA Events 2024

NSA Sheep Event 30th July 2024

The NSA Sheep Event is a biennial one-day show held at the Three Counties Showground, Malvern, Worcestershire. It is the flagship event of the National Sheep Association, complemented by a series of regional events held within a two-year calendar.

The business-to-business event sees NSA take over the showground, offering trade stand space to a wide range of commercial companies, breed societies and industry groups. As well as finding out about the latest innovations and products available to them, sheep farmers can strengthen their technical knowledge by attending seminars and workshops. A series of competitions is also run throughout the day, providing entertainment and encouraging the next generation of sheep farmers, while a sheepdog sale is always a big draw for visitors. A sheep industry dinner is held the evening before the event, which is a celebratory occasion open to everyone within the sector.



The Royal Welsh Show 22nd–25th July 2024

Visit us at the Royal Welsh Show to find out more about the NSA Sheep Event and enter our free prize draw to Enter NSA's 2024 prize giveaway to WIN a 12ft Nugent Livestock trailer, worth £9,500 + VAT provided by Nugent Engineering Ltd.



2024 SALE DATES

WELSHPOOL

Wednesday, 11th September (Ewes)

Thursday, 12th September (Ewe Lambs)

Thursday 10th October (Ewes & Ewe Lambs)

HEREFORD

Friday, 13th September (Ewes & Ewe Lambs)

Tuesday, 15th October (Ewes & Ewe Lambs)

RUTHIN

Saturday, 14th September (Ewes & Ewe Lambs)

Welsh Mules sales prices for last two years

			2023		2022	
			Nos	Av Price	Nos	Av Price
WELSHPOOL	September:	Yearlings	5438	200.44	5125	186.64
		Ewe lambs	7058	142.62	7199	134.00
	October:	Yearlings	521	183.00	1025	137.21
		Ewe lambs	4702	133.34	5050	102.50
HEREFORD	September:	Yearlings	2840	197.57	2423	188.88
		Ewe lambs	6287	142.10	7091	131.08
	October:	Yearlings	546	184.92	1085	146.93
		Ewe lambs	4252	140.15	4558	103.78
RUTHIN		Yearlings	1653	183.50	2682	133.31
		Ewe lambs	2652	124.07	2839	101.87



YOUR CONTACTS WITH THE WELSH MULES

Field Officer: **Holly Page**

Tel: **07582 629423** Email: **hollypage1111@gmail.com**

Secretaries: **01970 636688**

Our website address is: **www.welshmules.co.uk**

Email: **info@welshmules.co.uk**

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



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SOCIAL MEDIA

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.**



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