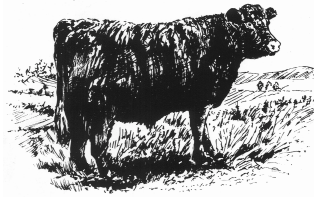


THE LUIING CATTLE SOCIETY LTD

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PRESS RELEASE

Another first on cattle health for the Luiging breed

The Luiging breed will once again be at the forefront of positive moves on cattle health for their 45th Premier Sale taking place at Wallets Mart on Friday 5th February. In implementing a new policy, thought to be a first for the industry, all 199-head of pedigree Luiging cattle entered are coming from 22 herds which are all members of CHeCS accredited health schemes.

Commenting on the implementation of the new policy, Luiging Society Chairman Matthew Mauchlen said, "Luiging 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 – something which we are continuing for the third year running next week in Castle Douglas. This new initiative will ensure that all cattle at next week's Premier sale will have come from herds which are members of one of the recognised cattle health schemes and are actively testing. The benefits of being in health schemes which aim to eradicate disease are there for all to see when you consider stats such as much higher weaning percentages and subsequent growth rates. We will always strive to produce healthy, efficient and profitable cattle for today's modern beef industry."

The policy, officially announced at the Society's Open Day hosted by Charles & Mary Symons at Attonburn in the Cheviot Hills in August 2009, ensures that only cattle from herds which are members of an accredited cattle health scheme are accepted for entry to the Society's Premier Sale. To this end, all the cattle entered come from herds which are members of one of the CHeCS accredited health schemes – namely Biobest's Herdcare Health Scheme, Orkney Livestock Association's HI Health Scheme and SAC's Premium Cattle Health Scheme.

Ends

Notes to editors:

- CHeCS – Cattle Health Certification Standards
- 45th Premier Sale starts at 12 noon in Wallets Mart, Castle Douglas on Friday 5th February
- 199-head entered (36 in-calf heifers, 130 bulling heifers and 33 bulls)