

Irish Aubrac Society Newsletter

September/ October 2025



National Ploughing Championships:

The Aubrac society will return to the National Ploughing championships being held in Tullamore this year on the 16th, 17th and 18th September. A display of pedigree cattle will be present on the stand displaying the qualities of the breed for all interested visitors. We would encourage members to visit the stand and assist with this promotion of the breed. Council members will be present on the stand throughout the 3 days, and promotional material and information boards will be on display so there will be something for all attendees to take away from the display. We look forward to seeing you there!

2025 Journal:

The 2025 Aubrac journal is now printed and is being distributed to members shortly. It will be available at the upcoming events of the ploughing and the show and sale. The journal has many interesting articles on the potential of the breed for Suckler, Dairy and Organic farmers and has plenty of interesting information for new and long-term breeders alike. We would like to thank all the contributors to the journal for giving up their valuable time and to those who supported the publication with advertisements. Enjoy your reading of this valuable information guide.

2025 Aubrac Show & Sale:

The 2025 Show and sale will take place in GVM Mart in Tullamore on Saturday 25th October. Entry forms have been emailed to all members and are available from the society office. The closing date for entries to the sale is 10th September. Please note all animals must be genotyped, 30-day TB tested so as to be suitable for export and bulls must be halter trained. For sellers once your cattle are inspected and approved for the sale, we would encourage you to make sure your animals are looking their best at the sale- fed appropriately and if possible halter trained and groomed well for the day. We will promote the entries to the sale as best we can on the society social media pages so please send on pictures of the lots so we can promote the sale. For breeders looking to improve their own herd with the purchase of new stock this sale provides the best opportunity to improve your herd with pre-selected stock inspected by ICBF linear scorers. Sale catalogues will be emailed in due course to all members and will be available from info@aubrac.ie also.

Upcoming Events/ Dates for your Diary

10 th September:	Closing Date for Entry to the Annual Aubrac Show & Sale 2025
16 th – 18 th September:	National Ploughing Championships. Scraggan, Tullamore, Co. Offaly.
19 th September:	Closing Date for applications to join the National Genotyping Programme (NGP).
24 th September:	Closing Date for applications to the Beef Welfare Scheme 2025 (BWS)
25 th October:	Annual Aubrac Society Show and Sale, GVM Tullamore Mart.

Tullamore Show:

The society had a very busy and successful day at this year's Tullamore show held on Sunday 10th August. While the number of entries to the show might have been lower than we would like, there was no disputing the quality of the animals on show. Special thanks to those who did display their cattle at the show. They do a great service to the breed and ensure we are well represented amongst the other beef breeds. In particular, special thanks to first time Tullamore show exhibitors Seamus Shortall and Terence Sweeney who both acquitted themselves very well on their first outings at the National livestock show. The show was judged by experienced breeder Ernest Mackey aided by some visiting French breeders and he had a difficult job deciding between the quality animals on display. In the end the overall champion was chosen as Altamont Sunset, an in-calf heifer exhibited by seasoned show exhibitors Leo Dooley and Bridget Barron of the Altamont Herd. Sunset is sired by Altamont Oats. She was pushed hard for the championship by Terence Sweeney's Ballyconneely Utopia, an impressive weanling heifer sired by Dauphin.



Above: National Champion Altamont Sunset exhibited by Bridget Barron and Leo Dooley

Full National Livestock Show Results:

Class 177- Pedigree Aubrac Heifer Calf born on/after 01/08/2024:

Place	Animal	Exhibitor
1st Prize:	Ballyconneely Utopia	Terence & Sean Sweeney
2nd Prize:	Kayreerk Urcize	Seamus Shortall
3rd Prize	Glenford Uma	Leo Dooley & Bridget Barron

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Class 178- Pedigree Aubrac Maiden Heifer born on/after 01/08/2023:

Place	Animal	Exhibitor
1 st Prize:	Altamont Tilip	Leo Dooley & Bridget Barron
2 nd Prize:	Kayreerk Ursa	Seamus Shortall

Class 179- Pedigree Aubrac In-Calf Heifer:

Place	Animal	Exhibitor
1 st Prize:	Altamont Sunset	Leo Dooley & Bridget Barron

Class 181- Best Pair of Animals:

Place	Animal	Exhibitor
1 st Prize:	Altamont Sunset & Altamont Tilip	Leo Dooley & Bridget Barron
2 nd Prize:	Kayreerk Urcize & Kayreerk Ursa	Seamus Shortall

Class 182- National Livestock Show Aubrac Championship

Place	Animal	Exhibitor
Champion:	Altamont Sunset	Leo Dooley & Bridget Barron
Reserve Champion:	Ballyconneely Utopia	Terence & Sean Sweeney

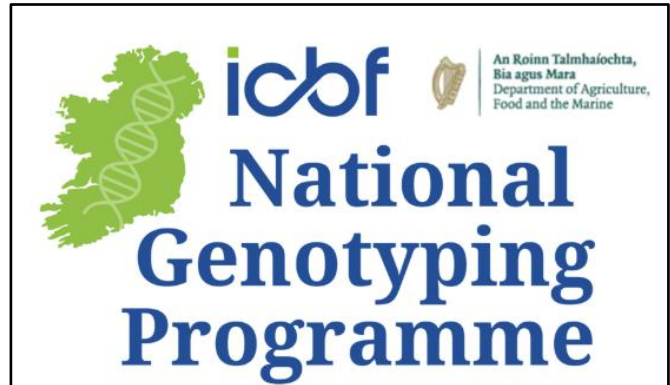


Above: Reserve National Aubrac Champion Ballyconneely Utopia exhibited by Terence Sweeney.

National Genotyping Programme:

The National Genotyping Programme has re-opened for any breeders who have not yet joined the scheme and wish to do so. To date 175 aubrac breeders have enrolled in the scheme out of our 235 active members. The scheme offers subsidised genotyping of all animals at birth ensuring all pedigree animals in your herd have the most up to date evaluations and are parent verified before registration avoiding costly errors that may

occur at a later date. To participate in the scheme all calves are genotyped at birth using a second tissue tag (white tissue tag vial for BVD as usual and a pink vial for Genotyping). The cost of this genotyping is subsidised by DAFM and MII/DII and herdowners are charged €4.00 per genotype test plus the cost of posting the tags to the ICBF laboratory. In addition to testing all calves born on your farm as part of the scheme, any breeding stock on your farm at the time of entry to the scheme will be genotyped Free of charge this year. To enter into the scheme, visit www.icbf.com. The closing date for entry to the programme is **19th September 2025**.



Beef Welfare Scheme:

DAFM have announced the details of the Beef Welfare Scheme 2025 which is currently open for applications. A payment of up to €75.00 per weanling is available for herdowners under the scheme. €35 per weanling is paid for meal feeding of weanlings in advance of weaning, €15 per weanling for vaccination of weanlings and €25 per animal for either parasitology or silage testing analysis. Applications can be made via AgFood.ie and the closing date for entries is **24th September 2025**.