

Press release

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## **Royal County of Berkshire Show to host prestigious National Aberdeen Angus Show**

THE spectacle of gleaming lines of shiny black Aberdeen Angus cattle – one of the country's most popular breeds will greet visitors to The Royal County of Berkshire Show this year.

Breeders from across the country are expected to flock to The Royal County of Berkshire Show (19-20 September) as the show will play host to the National Aberdeen Angus Show for the first time.

There will be an extensive range of classes with a top prize of £1000 going to the overall champion. Judging starts at 8.30am on the Saturday morning.

The judge for this year's championship is no stranger to the breed. Neil Massie put his Blelack Farm, near Aboyne in Aberdeenshire on the map 45 years ago when he established his own Aberdeen Angus herd.

Henley-based Secretary of the South East section of The Aberdeen Angus Society, Mike Spooner is a regular exhibitor at the Royal County of Berkshire Show.

He said: "We always have a good entry at the Newbury showground but this promises to be exceptional. We hope to attract more than 100 entries."

He added: "We will be well represented by some good exhibitors in the South East as one or two did very well at the Royal Show but there will be some strong competition from north of the border."

Judith Marcham, Chairman of the Royal County of Berkshire Show's Cattle Committee said: "The Newbury and District Agricultural Society which organizes the Show is 100 years old this year and we are also celebrating 100 years since the first show was held.

"To be hosting such a prestigious event in the cattle breeding and showing calendar as the Aberdeen Angus National Show makes this anniversary even more special. The breed is known for being docile and friendly and is one of the most recognizable to the general

public. I am sure arenas will be ringed with spectators and of course we will be delighted to welcome exhibitors of other breeds for all our other classes as usual. ”

Renowned as the finest beef breed, the Aberdeen Angus is now found throughout the world.

The breed's original population of native or non-imported bloodlines of Aberdeen Angus cattle is on the Rare Breed Survival Trust's critical list.

The Aberdeen Angus is a medium-sized, black, polled breed, although there are a small number of red pedigree animals. The breed's raison d'etre is its ease of management and superior beef quality. It is well marbled with fine threads of fat interwoven through the lean meat. This ensures tenderness when cooked and brings out flavour and succulence. Aberdeen Angus cattle mature early under natural conditions to achieve a perfect balance of fat and lean with a small proportion of bone, coupled with the ability to grow on grass and home-grown feed to produce a completely natural product.

With support from retailers such as Waitrose and Marks and Spencer and food outlets such as Burger King, demand for Aberdeen-Angus is soaring, presenting commercial beef producers with a huge opportunity to produce a product which the market requires and is prepared to pay a premium for.

Following in the footsteps of his grandmother the Queen Mother, HRH Prince Charles is the patron of the Aberdeen-Angus Cattle Society. The Prince of Wales has a successful Aberdeen Angus herd at Highgrove and takes an active interest in the Castle of Mey herd in Caithness which is now run by The Queen Elizabeth Castle of Mey Trust.

For more information or to request a livestock schedule contact the Showground office on 01635 247111, fax 01635 247227 or email [office@newburyshowground.co.uk](mailto:office@newburyshowground.co.uk). For information can be found on the show's website [www.berkshireshow.co.uk](http://www.berkshireshow.co.uk)

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