



The Bryan Challenor Cup Christmas Dairy Show & Sale The Results...

109 Dairy Cattle

THE BRYAN CHALLENGOR CUP

20 FRESH COWS TO £3000 AVE £1937.50

47 FRESH HEIFERS TO £3150 AVE £1971.30

12 IN CALF HEIFERS TO £1250 AVE £758.18

10 BULLING HEIFERS TO £830 AVE £741

20 HEIFER CALVES TO £280 AVE £182

MERRY CHRISTMAS ONE AND ALL!!! We have had an exceptional year in the dairy ring and this year's Bryan Challenor Cup Sale is the crowing jewel on an enjoyable years trade, thank you buyers sellers and staff for your support throughout the year!

An amazing Show of cattle absolutely full of quality with a total of 37 vendors fetching stock to sell from Aberystwyth to Lutterworth into Shrewsbury gates to be purchase by our immense local company of buyers complimented by 30 successful buying individuals at ringside from Derbyshire, West Wales and throughout Shropshire and its surrounding counties. The job was tremendous! The pre-sale show was judged by Mr Richard Bowdler who awarded his placing as follows:-

Cows

1st and Reserve Champion **DILANDY DUKE GLADYS**, D & AC Shakeshaft £2500

2nd **SPRINGLEBEE DOC ALMIRA**, PD & RL Fenton £3000

3rd **NOBOLD SECRETARIAT LICORICE**, TH Roberts & Son £2780

Heifers

1st & Champion **ENCHMARSH DALLIANCE DAWN**, G Allsop & Son

2nd **DILANDY RENEGADE GLADYS**, D & AC Shakeshaft £2820

3rd **COMMERICAL HEIFERS**, PD & RL Fenton £2600

Thank You



The ring was abuzz from the judging through to the sale ring with the trade flying from all corners from the very first bid of the day. Huge applause for all the vendors today bringing out such quality, the short list included 7 cows and 11 heifers with 12 different vendors having cattle brought forward to judging. The comments from all over the ring were full of admiration a what had been presented for the sale, we are very grateful to everyone for their attendance at this day. Our sponsors were throughout the foyer we thank them all for their support and recommend them to you all to you all.

The champion today was awarded to a loyal and regular supporter In Gerald Allsop with **ENCHMARSH DALLIANCE DAWN** sweeping the board winning the Bryan Challenor Cup this fresh heifer was a picture from the tip of her nose to her tail giving 35kg selling to a Mid Wales Buyer. Outside of the prizes but in the top prices were the team from JM & D Shepherd & Son of Bakewell with **MELDAMAR REDCARPET JILLY 72** which sold giving 32kg for £2680. 3 further heifers sold to £2650 twice for Andrew Shakeshaft's **DILANDY** herd and also for AD & RM Thomas from Lutterworth with **WOLSTON DREAMER DUCHESS 29**, (£2650) one that George shouldn't have been selling!! The very first heifer in the market today from B & L Whitfield **ALDERBARROW CYPRUS BRENDA 3** sold very well at £2520! Local Supporters Tony and Ollie Wilson of Leebotwood are to be recognised selling a square and balance commercial heifer by Bomaz Fynn at £2480!!

The cows today were exceptional topped by **SPRINGLEBEE DOC ALMIRA** a balanced jet-black cow from PD & RL Fenton which flew to £3000. Next in the cow prices came from JM & D Shepherd's with **MELDAMAR ALCOVE EILWEN 158** a tank filler giving 45kg returning at £2780, 11 cows today sold for £2000 or more with those with faults harder to shift selling from £800 to £1200.

In calf Heifers for January sold for £1250 for EL LD DA Evans, just served heifers which had been PD'd from the **MILLSCO** herd sold to £780, Bulling Heifers from **HAZELCROFT** Herd of RP & NH Birchell peaked at £830(2). September Heifer calves to £280 (5) for HV Wright & Son Ltd. Fresh heifer calves to £140(3) for Richard Bowdler Ltd.

**THANK YOU VENDORS, BUYERS AND THE STAFF FOR SUPPORTING
SHREWSBURY AUCTION CENTRE.**

Wishing you all a very Merry Christmas and a prosperous New Year!

Thank You