IRISH LIMOUSIN
CATTLE SOCIETY

# November Update 2026

Year letter for animals born in 2026 is "**B**".

## Ashbourne meats are paying 15 cents bonus for commercial limousin heifers (lmx)

Ashbourne Meats are paying 15 cents bonus for commercial Limousin heifers, (LMX on card). The specifications for LMX heifers to obtain the 15 cents bonus are:

- Dead weight: from 280kg to 400kgs.
- Grade: O= to U+, Fat from 2+ to 4+.

The 15 cents continues to be available for Limousin stock bulls, pedigree cows (with certs) and pedigree heifers, adhering to the specifications, see www.irishlimousin.com for more details.

## October Premier sale

Some highlights from the sale include:

- 83% clearance rate for bulls, achieving an impressive average price of €6,498. The heifers on offer met an equally strong demand, averaging €5,389 with a 79% clearance.
- 5 bulls were exported to Northern Ireland and one to Scotland. Export on the sale day continues to be a positive service for the Northern Ireland market.

For the full report please click here.

Another positive barometer for the breed is the huge success of online sales, in particular over the last two years, as well as recent reduction sales at marts. Together with Society sales, they provide an opportunity for new breeders to source high-quality females.

**New members on the rise:** Sixty-four new members have joined the Society in the last 12 months.

The Society are starting to see interest from other European countries. For many years Irish breeders have leveraged the best of breeding from UK, France and Ireland. Irish Limousin has a unique selling point. The Society are promoting Irish Limousin abroad and hope to see more buyers at our sales from other countries.

## 2027 Sale Dates

| Sale | Sale Date | Closing date |
|---|---|---|
| Roscrea Premier Bull sale | Mon March 15th | Thu Feb 11th |
| Gort Bull & Heifer EVENING sale | Fri April 9th | Thu Mar 11th |
| Roscrea Premier Bull & Heifer sale | Mon May 3rd | Thu Apr 1st |
| Roscommon Bull & Heifer sale | Sat May 22nd | Thu April 22nd |
| Roscrea Premier Bull & Heifer sale | Mon Oct 25th | Thu Sept 30th |
| Roscommon Bull & Heifer sale | Sat Dec 11th | Thu Nov 11th |

**Entries to all Society Sales is strictly via the Online Sales Entry Form.**

## Increase in sales entries

Both the May Roscommon and Autumn Premier sales saw a big increase in entries. The Roscrea Autumn Premier sale entries up from 75 to 102 with females up from 16 to 30. The Roscommon May sale saw a similar trend with bull entries up from 50 to 79.
Entries for this year's December Roscommon sale have increased by 50%.

## Calf registrations are up

Revenue from calf registrations for the financial year Sept 1st 2025 to August 31st 2026 increased by €27,898 or the equivalent of 620 calf registrations at €45 each.

## Extension of Operation Manager Role

Following the completion of Brendan Curtin's first year in the role, the Society is pleased to confirm that Council agreed unanimously to offer him a two-year extension in his role as Operations Manager which he has accepted. Over the past twelve months, Brendan has made a very positive and meaningful contribution to the Society, demonstrating a high level of commitment, enthusiasm and professionalism, alongside a strong sense of responsibility and integrity in carrying out his role. His work has helped maintain a clear focus on the effective day-to-day operation of the Society, while also driving progress and contributing to its longer-term development.
On behalf of the Society, we would like to thank Brendan for his work and commitment during his first year and wish him every success over the next two years.

## Tullamore Champion on the double

Proving to be an absolute superstar of the breed, **Mullary Vabulous** refused to relinquish her crown, taking the top spot as **Supreme Champion** for the second year running at this year's National Show. Exhibited by Michael & Brodie Molloy, this magnificent female continued her incredible winning streak, catching the eye of our judge Stephen Priestly with her power, style, and outstanding breed character. Sired by Graiggoch Rambo and out of Mullary Pretty Woman ET, her back-to-back victories solidify her status as a true legend in the Limousin ring.

For the full report on the 35th Tullamore National Show, please click here.



## Notification of birth weights within 48 hours of birth

Notification of birth weights must be submitted **via email ONLY to birthweight@irishlimousin.com**. This ensures both the breeder and the office have a record of the notification. Where no calf birth weight is submitted the standard as confirmation accepted birth weight for a male of 45kg and a female of 40kg is applied. You will receive a confirmation of receipt from the office. Please contact the office if you do not receive a confirmation of receipt email (just in case you spelled the email address **birthweight@irishlimousin.com** incorrectly).

It is critical that you submit an accurate birth weight or at least do not underestimate the birthweight.
Over 95% of animals weighed during inspections are under the 1.5/1.7kgs Average Daily Weight Gain (ADWG).
Over 50% of the animals that exceed the 1.5kgs/1.7kgs ADWG during the initial weighing, and their owner chooses to reweigh, maintain the ADWG.

## Breed Development program

The four areas identified to improve via the Society's Breed Development Program are:

- Frame size.
- Milk.
- Fertility.
- Functionality – specifically legs.

We have undertaken a comprehensive SWOT analysis, established a baseline position and developed a strategic plan with the objective of advancing the breed and ensuring that it remains aligned with evolving market requirements and the needs of commercial cattle producers.

A number of key enablers have been identified to expand and strengthen the panel of bulls available to breeders, with a particular focus on improving the four key traits. These include:

- **Developing partnerships with AI companies:** Working collaboratively with AI companies to identify opportunities to source, promote and make high-quality genetics more readily available to breeders.
- **Broadening the genetic pool:** Sourcing suitable bulls and semen from Ireland, France and the UK. There is a perception among some breeders that the French evaluation indexes are more accurate and relevant, and this is an area that warrants further consideration.
- **Developing a stronger supply of bull dams:** Identifying, selecting and developing high-quality cow families capable of consistently producing bulls with the genetic potential to make a significant contribution to the breed.
- **Introducing a structured testing programme:** Engaging breeders who are willing to use new and emerging bulls and, importantly, to provide accurate, reliable and measured performance data to the Society. This will help build confidence in new genetics and support more informed breeding decisions.
- **Enhancing performance recording:** Implementing an improved performance recording programme to strengthen the quality, consistency and availability of data, providing a more robust basis for genetic evaluation and selection.

## Royalty bulls

The following two bulls have been added to the Royalty scheme by NCBC.

| Bull name | AI Code | Royalty start date | Straw price | Royalty fee |
|---|---|---|---|---|
| Carrowneden Voltage | LM3104 | 11th November 2026 | €12 | €30 |
| Gerrygullinane Archie | LM3101 | 11th November 2026 | €20 | €30 |

For a full list of royalty bulls please see our website www.irishlimousin.com. Please note when using a semen royalty sire the royalty fee becomes due when the calf is registered.

When sourcing semen we strongly recommend that you confirm with the supplier whether a Royalty fee applies.

## Upcoming sales

- Clare Club evening heifer sale, Sixmilebridge mart, Friday November 13th, 7.00pm.
- Northwest Club evening heifer sale, Elphin Mart, Friday December 7th, 6.00pm.
- Society Bull and Heifer sale, Roscommon Mart, December 12th. **Note this is an export sale.**




## Farewell to George Chandler, End of an era:

After more than 46 years of dedicated service to the Irish Limousin Cattle Society, George Candler will conclude his long-standing engagement with the Society at the end of the year bringing to a close an outstanding career as the Limousin Society auctioneer.

Throughout those years, George has been a familiar and valued presence in the sales ring, playing an important role in the development and success of the Society's sales. His experience, professionalism and knowledge of the livestock industry have earned him the respect of breeders, buyers and colleagues alike. George has always been a great ambassador and advocate for the breed.

On behalf of the Irish Limousin Cattle Society, we wish to express our sincere gratitude to George for his outstanding commitment, loyalty and contribution over the years. His dedication and professionalism have played an important part in the Society's sales and activities over many decades, and his contribution has been greatly valued by generations of breeders and members. He leaves behind a lasting legacy and the respect and appreciation of everyone associated with the Irish Limousin breed.

We wish George every happiness, good health and enjoyment in the years ahead. He does so with our heartfelt thanks and very best wishes.

The Society will mark the occasion at the final sale of 2026, which will take place in his home county of Roscommon, providing you all with the opportunity to formally acknowledge his outstanding contribution and long-standing association with the Irish Limousin Cattle Society.


| **Contact details:** | **Emails** |
|---|---|
| Irish Limousin Cattle Society Ltd,<br>Kilglass, Mitchelstown,<br>Co. Cork<br><br>Office: +353 (0)25 85036 | **Office:** admin@irishlimousin.com<br>**PRO:** pro@irishlimousin.com<br><br>**Birth weight notifications:**<br>birthweight@irishlimousin.com |