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PRESS RELEASE

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Westaway's heifers demonstrate value of Red Ruby Devon bull

The value the dairy farmer of using a Red Ruby Devon bull on dairy heifers was well made at the National Dairy Event on the Red Ruby Devon breed society's stand, where two smart Devon/holstein heifers, bred by Mr Jim Westaway were on show.

One heifer (pictured) at 24 months weighed 610kg. Her dam, Curscombe Joyson Beechnut 32, is 91% Holstein, and the sire was pedigree Red Ruby Devon bull Elmford Darwin.

The second heifer (pictured) at 22 months weighed 560kg. Her dam, Curscombe Joyson Clover 114, is 94% Holstein, and again the sire was Elmford Darwin.

Jim reported that both animals were brought off grass just a couple of weeks ahead of the show. "We were very glad for the Devon blood – as the heifers were easy to halter break and exceptionally quiet to handle and travel – and with only three weeks to get the whole job done, they needed to be!"

"As I see it, what is important is that whilst dairy farmers need to maximise their profitability they must also look after their most valuable asset; their dairy cows, especially at calving. In my experience the Devon bull makes an excellent choice as a beef crossing sire – the breed is highly fertile, my heifers got in calf quickly, and they calve easily on their own with minimum stress. Altogether, this means healthy, unstressed young cows, back into the milking herd or to sell with minimum delay and maximum productivity. And as you can see with the two heifers shown at the National Dairy Event, the progeny inherit the easy flesh, high weight gain from grass attributes of the Devon, even from a nearly 100% Holstein dam.

Both heifers were sold after the show for almost £1000 each proving that that the Devon is a real contender as a beef crossing sire especially for Holstein heifers particularly where continental breeds are considered too risky both for calf mortality and calving ease.

For more information about the Red Ruby Devon Cattle breed, semen and stock for sale, contact the Breed Secretary 01837 or visit the website www.redrubydevon.co.uk

Image attached:

2 x jpg (photo credit to Jane Steel) Devon/Holstein heifers on DCBS stand at National Dairy Event, Birmingham, 2011